



STIC Search Report

EIC 2100

STIC Database Tracking Number: 115813

TO: Luke Wassum
Location: 4R024D41
Art Unit : 2177
Wednesday, March 03, 2004

Case Serial Number: 09/866425

From: Carol Wong
Location: EIC 2100
PK2-4B33
Phone: 305-9729

carol.wong@uspto.gov

Search Notes

Dear Examiner Wassum,

Attached are the search results (from commercial databases) for your case. Due to the three hour 'fast & focused' time limitation, foreign patent files were not searched. Pls submit another request if you wish the foreign patent files searched.

As discussed, two searches were completed. The initial search (company/product information) did not retrieve any articles with a useful date. The second search was also unsuccessful, yielding articles published after the application filing date. If you wish to order the complete text of any document, pls submit request(s) directly to the EIC2100 Reference Staff located in PK2-4B40.

Pls call if you have any questions or suggestions for additional terminology, or a different approach to searching the case

Thanks,
Carol



STIC EIC 2100 Search Request Form

115813

Today's Date:

3 March 2004

What date would you like to use to limit the search?

Priority Date: 26 May 2000 Other:

Name Luke Wasson

AU 2177 Examiner # 77895

Room # PK2 4D41 Phone 305-5706

Serial # 09 866 425

Format for Search Results (Circle One):

PAPER

DISK

EMAIL

Where have you searched so far?

USP

DWPI

EPO

JPO

ACM

IBM TDB

IEEE

INSPEC

SPI

Other

Is this a "Fast & Focused" Search Request? (Circle One) YES NO

A "Fast & Focused" Search is completed in 2-3 hours (maximum). The search must be on a very specific topic and meet certain criteria. The criteria are posted in EIC2100 and on the EIC2100 NPL Web Page at <http://ptoweb/patents/stic/stic-tc2100.htm>.

What is the topic, novelty, motivation, utility, or other specific details defining the desired focus of this search? Please include the concepts, synonyms, keywords, acronyms, definitions, strategies, and anything else that helps to describe the topic. Please attach a copy of the abstract, background, brief summary, pertinent claims and any citations of relevant art you have found.

I'm looking for evidence that a company called Advertisement Banners (s) which launched the Specific POP advertisement network in January 2000, actually used pop-under ads before 26 May 2000.

The company was founded in 1999 by 3 brothers, Russell, Chris and Tim Vanderhook.

STIC Searcher Carol Wong

Phone 305 9123

Date picked up 3-3-04

Date Completed 3-3-04



File 696:DIALOG Telecom. Newsletters 1995-2004/Mar 02
(c) 2004 The Dialog Corp.
File 15:ABI/Inform(R) 1971-2004/Mar 02
(c) 2004 ProQuest Info&Learning
File 98:General Sci Abs/Full-Text 1984-2004/Jan
(c) 2004 The HW Wilson Co.
File 141:Readers Guide 1983-2004/Jan
(c) 2004 The HW Wilson Co
File 484:Periodical Abs Plustext 1986-2004/Feb W4
(c) 2004 ProQuest
File 553:Wilson Bus. Abs. FullText 1982-2004/Jan
(c) 2004 The HW Wilson Co
File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc
File 613:PR Newswire 1999-2004/Feb 29
(c) 2004 PR Newswire Association Inc
File 635:Business Dateline(R) 1985-2004/Mar 02
(c) 2004 ProQuest Info&Learning
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 610:Business Wire 1999-2004/Mar 03
(c) 2004 Business Wire.
File 369:New Scientist 1994-2004/Feb W4
(c) 2004 Reed Business Information Ltd.
File 370:Science 1996-1999/Jul W3
(c) 1999 AAAS
File 20:Dialog Global Reporter 1997-2004/Mar 03
(c) 2004 The Dialog Corp.
File 624:McGraw-Hill Publications 1985-2004/Mar 01
(c) 2004 McGraw-Hill Co. Inc
File 634:San Jose Mercury Jun 1985-2004/Mar 02
(c) 2004 San Jose Mercury News
File 647:CMP Computer Fulltext 1988-2004/Feb W4
(c) 2004 CMP Media, LLC
File 674:Computer News Fulltext 1989-2004/Feb W4
(c) 2004 IDG Communications

Set	Items	Description
S1	3324	ADVERTI?(1W)BANNER? ?
S2	1065	SPECIFICMEDIA OR SPECIFICPOP OR SPECIFIC() (MEDIA OR POP)
S3	21	VANDERHOOK
S4	12	POPUNDER? OR POPBEHIND?
S5	2584	(POP OR POPS OR POPPED OR POPPING) (2W) (UNDER????? ? OR BEH- IND OR BENEATH)
S6	15	S4:S5 AND S1:S3
S7	12	RD (unique items)

7/3,K/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

02505485 234489541

Forced exposure and psychological reactance: Antecedents and consequences of the perceived intrusiveness of pop-up ads

Edwards, Steven M; Li, Hairong; Lee, Joo-Hyun
Journal of Advertising v31n3 PP: 83-95 Fall 2002
ISSN: 0091-3367 JRNL CODE: JOA
WORD COUNT: 8152

...TEXT: conventional banner ads and rising doubts about Web sites'

advertising business models are driving concerned **advertisers** beyond **banner** ads. As advertisers scramble to find alternatives, rich media are quickly becoming the standard by...

... ads that "automatically launch in a new browser window when a Web page is loaded." **Pop - unders** are another form of interstitials that load behind the users' Web browser so that they...needed to launch popup ads. Recent practices in the on-line advertising industry to use **pop - unders** or interstitials (ads that appear in the main Web browser when users attempt to move...specifying ad placement. These different placements vary in the degree of forced exposure. For example, **pop - unders** can be loaded under the browser and be seen upon closing the browser. Ads can...Media," Journal of Advertising, 26 (3), 61-76.

Taylor, Catharine P. (2001), "The Crackle Over ' Pop Unders,'" Advertising Age, 72 (July 16), 36.

Wells, William D., Clark Leavitt, and Maureen McConville (1971...

7/3,K/2 (Item 1 from file: 613)
DIALOG(R)File 613:PR Newswire
(c) 2004 PR Newswire Association Inc. All rts. reserv.

00965614 20030416CLW024 (USE FORMAT 7 FOR FULLTEXT)
Spam, Pop-Ups Threaten Trust in TV, Other Ad Formats
PR Newswire
Wednesday, April 16, 2003 13:00 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 933

TEXT:
...and pop-up ads that
consumers encounter, the angrier they are about all forms of **advertising**
-
online **banner** ads, **pop - under** ads, event sponsorships, even radio and
television advertising. They also increasingly are more willing to...

7/3,K/3 (Item 1 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2004 Business Wire. All rts. reserv.

00834828 20030114014B0167 (USE FORMAT 7 FOR FULLTEXT)
Advertisement Banners .com Appoints Chief Financial Officer; Roy Luna to Drive Company's Financial Operations and Funding Strategies
Business Wire
Tuesday, January 14, 2003 09:01 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 290

Advertisement Banners .com Appoints Chief Financial Officer; Roy Luna to Drive Company's Financial Operations and Funding...

TEXT:
Advertisement Banners .com
(AB), a leading interactive advertising company, today announced the appointment of Roy Luna as...

...enthusiastically welcome his guidance toward greater levels of efficiency, performance and market awareness," said Tim **Vanderhook** , chief executive officer, **Advertisement Banners .com**.

Luna currently reports to **Vanderhook** and previously held the CFO position at SSP Solutions Inc. and CareLine Inc. Additional experience...

...is a Certified Public Accountant. Luna resides with his wife in Lake Forest, Calif.

About **Advertisement Banners .com**

Advertisement Banners .com, a quality-driven interactive advertising company established in 1999, operates the **SpecificPOP** Network, the largest premium

pop - under advertising network on the Internet. **SpecificPOP** has a proven track record -- bringing together more than 400 top tier Web sites and spanning more than 20 distinct categories.

SpecificPOP encompasses 100 percent of the U.S. online audience and uses superior ad serving technology to display ads to users. **Advertisement Banners .com** handles creative development, media buying, trafficking, strategic planning and campaign management for all advertising campaigns on the **SpecificPOP** Network. For additional company information, visit www.advertisementbanners.com or call 714/779-7272.

CONTACT: MPowered PR (for **Advertisement Banners .com**)
Sylvia Chansler or Jackie Zerbst, 714/998-3448
pr@advertisementbanners.com

URL: <http://www...>

7/3,K/4 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

32375289 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Internet-Advertising Firm Wins Round Two with X10 Wireless Technology Inc.
Andrew Galvin
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS - THE ORANGE COUNTY REGISTE
November 19, 2003
JOURNAL CODE: KTOC LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 335

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...punitive damages against bankrupt X10 Wireless Technology Inc.
The verdict brings total damages awarded to **Advertisement - Banners0 .com** of Anaheim to \$6.55 million. The company accused X10 of failing to pay ...

Seattle-based X10, once among the most-recognized Internet advertisers with its ubiquitous " **pop - under** " ads for wireless Internet cameras, filed for bankruptcy protection last month after being ordered to...

...being whether X10 has the money to pay any judgment.

Mike Fitzgerald, an attorney for **Advertisement - Banners**, which was founded in 1999 by brothers Chris, Tim and Russell **Vanderhook** of Yorba Linda, argued that X10 is one in a group of interrelated companies controlled...

...illicit cash transfers.

Howard Fletcher, a business consultant who testified as an expert witness for **Advertisement - Banners**, estimated that X10 has a net worth of \$21 million. The defense presented an expert...

...motion to overturn the verdict.

Even if the verdict is upheld, it's unclear whether **Advertisement - Banners** will be able to collect because all of X10's debts are stayed by its bankruptcy filing.

The suit was filed in 2001, after X10 failed to pay its bills.

Advertisement - Banners also charged that X10 tried to steal its business by going directly to Web companies with whom **Advertisement - Banners** had placed ads for X10 and trying to cut its own deals.

7/3,K/5 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

31892431 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Bankruptcy of Wireless Camera Firm May Hurt California Brothers' Suit

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS - THE ORANGE COUNTY REGISTE

October 24, 2003

JOURNAL CODE: KTOC LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 505

(USE FORMAT 7 OR 9 FOR FULLTEXT)

The **Vanderhook** brothers of Yorba Linda tangled with the poster child of **pop - under** ads and won. Sort of.

Two weeks after trouncing X10 Wireless Technology in a lawsuit...

... for both sides declined to comment.

The case stemmed from the brothers' online advertising business, **Advertisement - Banners**.com, the brainchild of youngest sibling, Tim, 22.

Tim **Vanderhook** was 18 years old when he decided there had to be a better way to...

...and Chris, now 25, joined him and AdvertisementBanners launched in 1999.

The company focused on **pop - under** ads, which opens a browser window underneath your current window so you don't realize...

...We knew traditional banners weren't working. We needed something new and fresh," said Russell **Vanderhook**, the company's chief operating officer.

Then they enticed X10, a company that would become...

7/3,K/6 (Item 3 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

31877728 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Amazon searches between the covers

CBS MARKETWATCH (STORIES)

October 23, 2003

JOURNAL CODE: WCBQ LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 548

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... X10 goes 11

A company millions of Internet users hate for its aggressive use of **pop - under** advertisements to market Net cameras has filed for bankruptcy court protection. X10 Wireless Technology made...

... court in Washington State after being ordered to pay \$3.4 million in damages to **Advertisement Banners** that alleged its method for serving Web ads had been improperly used.

Monster signs up...

7/3,K/7 (Item 4 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

28691334 (USE FORMAT 7 OR 9 FOR FULLTEXT)

PlanetFeedback: Spam, PopUps Threaten Trust in TV, Other Ad Formats

WIRELESS NEWS

April 17, 2003

JOURNAL CODE: WIRN LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 564

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... and pop-up ads that consumers encounter, the angrier they are about all forms of **advertising** - online **banner** ads, **pop - under** ads, event sponsorships, even radio and television advertising. They also are more willing to take...

7/3,K/8 (Item 5 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

27602958 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Web-Ad Spending Rebounds

Monica Soto

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS - THE SEATTLE TIMES - WASHI

February 17, 2003

JOURNAL CODE: KSET LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1529

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... an army of people here."

Hallerman of eMarketer said that while most people equate online **advertising** with **banner** ads, other popular advertising categories have emerged, contributing to the strength of the industry.

Paid...

... consider it annoying, and various software is available to block or otherwise deal with them.

-- **Pop behind** : Like a pop-up, it's an ad automatically displayed in a second window, except...

7/3,K/9 (Item 6 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

25662941 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Chicago Tribune Barbara Rose Column
Barbara Rose
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS - CHICAGO TRIBUNE - ILLINOI
October 24, 2002
JOURNAL CODE: KCTR LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 665

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... a swift click and nary a glance, congratulations. You've perfected
an art known by **advertisers** as "**banner blindness**."
Even the most intrusive messages can't penetrate your consciousness.
Just don't get...

...service provider banished outside advertisers' pop-up ads.
All this bashing of pop-overs and **pop - unders** --the latter are
considered less intrusive because they open behind a Web page--strikes the
...

... another site for a reality check. NYTimes.com reports receiving a few
hundred complaints about **pop - unders** out of 11 million visitors.
Orbitz' agency took a medium with a cheesy reputation and...

7/3,K/10 (Item 7 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

22763656 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Hands On - Windows - Family business.
PC WORLD, p172
April 01, 2002
JOURNAL CODE: WPCW LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 2347

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... that appears when you first run the program reveals that it will:
'Stop windows that **pop** up, **pop under**, or pop over. Stop those
unclosable endless banner chains. Stop pop-up Javascript message boxes...

... when you hover over a link. The Banner Blaster - the main feature of
Proxomitron - replaces **advertising banners** with plain text, and there's
a filter for removing those annoying animations that flash...

7/3,K/11 (Item 8 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

22124905 (USE FORMAT 7 OR 9 FOR FULLTEXT)
End is near for 'free' Internet
JAKARTA POST, p15

April 08, 2002

JOURNAL CODE: FJKP LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 800

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... they going to pay for all those things?

Have you ever noticed the amazingly large **advertising banners** on the side of a news site -- or those annoying pop-up (or **pop - under**) ads or the large promotion graphic smack dab in the middle of a news item...

7/3,K/12 (Item 9 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

20740004 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Web Sites Becoming Inundated with Next Generation of Advertising

D.C. Denison

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (BOSTON GLOBE - MASSACHUSETTS)

January 14, 2002

JOURNAL CODE: KBGL LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1744

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... how the original banner ads have fractured into a variety of different strategies and formats: **pop -ups**, **pop - unders**, streaming videos, flash animations, and tiny cartoon characters that bounce around the screen.

"Look what...

... small boxes that leap out to greet you when you first visit a Web site. **Pop - under** ads, popularized by the X-10 spy camera ads, are a minor variation: The ads...The Boston Globe).

Specifically, Calder was frustrated by the limited range of the traditional Web **advertising** format. "**Banners** are good if you want to get X number of responses to X number of...

?

File 9:Business & Industry(R) Jul/1994-2004/Mar 02
 (c) 2004 Resp. DB Svcs.
 File 16:Gale Group PROMT(R) 1990-2004/Mar 03
 (c) 2004 The Gale Group
 File 47:Gale Group Magazine DB(TM) 1959-2004/Mar 03
 (c) 2004 The Gale group
 File 148:Gale Group Trade & Industry DB 1976-2004/Mar 03
 (c)2004 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 275:Gale Group Computer DB(TM) 1983-2004/Mar 03
 (c) 2004 The Gale Group
 File 570:Gale Group MARS(R) 1984-2004/Mar 03
 (c) 2004 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2004/Mar 02
 (c) 2004 The Gale Group
 File 636:Gale Group Newsletter DB(TM) 1987-2004/Mar 03
 (c) 2004 The Gale Group
 File 649:Gale Group Newswire ASAP(TM) 2004/Mar 02
 (c) 2004 The Gale Group

Set	Items	Description
S1	4699	ADVERTI?(1W)BANNER? ?
S2	1474	SPECIFICMEDIA OR SPECIFICPOP OR SPECIFIC() (MEDIA OR POP)
S3	12	VANDERHOOK
S4	11	POPUNDER? OR POPBEHIND?
S5	2431	(POP OR POPS OR POPPED OR POPPING) (2W) (UNDER????? ? OR BEH- IND OR BENEATH)
S6	7	S4:S5(S)S1:S3
S7	10	S4:S5 AND S1:S3
S8	5	RD (unique items)

? t8/3,k/all

8/3,K/1 (Item 1 from file: 9)
 DIALOG(R)File 9:Business & Industry(R)
 (c) 2004 Resp. DB Svcs. All rts. reserv.

3648886 Supplier Number: 03648886 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Dotcom scores with TV Web sites.
(Internet Broadcasting Systems runs ads on TV station Web sites)
 Broadcasting & Cable, v 133, n 3, p 1
 January 20, 2003
 DOCUMENT TYPE: Journal ISSN: 0007-2028 (United States)
 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 785

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...CPMs are creeping up as advertisers start tapping into rich media and other offerings like **pop - under** ads.

And such ads may be where the future lies. Johnson sees traditional **advertising** like **banners** always having a place, but the Web, he notes, is an interactive and visual medium...

8/3,K/2 (Item 1 from file: 16)
 DIALOG(R)File 16:Gale Group PROMT(R)
 (c) 2004 The Gale Group. All rts. reserv.

10386086 Supplier Number: 100127956 (USE FORMAT 7 FOR FULLTEXT)
Spam, Pop-Ups Threaten Trust in TV, Other Ad Formats; Millions of
advertising dollars at stake when consumers delete, turn off, tune out.
PR Newswire, pCLW02416042003
April 16, 2003
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 644

... and pop-up ads that consumers encounter, the angrier they are about all forms of **advertising** - online **banner** ads, **pop - under** ads, event sponsorships, even radio and television advertising. They also increasingly are more willing to...

8/3,K/3 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

15572976 SUPPLIER NUMBER: 96890842 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Dotcom scores with TV Web sites.(Internet Broadcasting Systems runs ads on
TV station Web sites)
Kerschbaumer, Ken
Broadcasting & Cable, 133, 3, 1(2)
Jan 20, 2003
ISSN: 1068-6827 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 855 LINE COUNT: 00069

... CPMs are creeping up as advertisers start tapping into rich media and other offerings like **pop - under** ads.
And such ads may be where the future lies. Johnson sees traditional **advertising** like **banners** always having a place, but the Web, he notes, is an interactive and visual medium...

8/3,K/4 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

15358200 SUPPLIER NUMBER: 96418543 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Advertisement Banners .com Appoints Chief Financial Officer; Roy Luna to
Drive Company's Financial Operations and Funding Strategies.
Business Wire, 0107
Jan 14, 2003
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 304 LINE COUNT: 00031

Advertisement Banners .com Appoints Chief Financial Officer; Roy Luna to
Drive Company's Financial Operations and Funding...
ANAHEIM, Calif.--(BUSINESS WIRE)--Jan. 14, 2003
Advertisement Banners .com (AB), a leading interactive advertising company, today announced the appointment of Roy Luna as his guidance toward greater levels of efficiency, performance and market awareness," said Tim **Vanderhook** , chief executive officer, **Advertisement Banners .com**.
Luna currently reports to **Vanderhook** and previously held the CFO position at SSP Solutions Inc. and CareLine Inc. Additional experience...
...is a Certified Public Accountant. Luna resides with his wife in Lake Forest, Calif.

About **Advertisement Banners .com**

Advertisement Banners .com, a quality-driven interactive advertising company established in 1999, operates the **SpecificPOP** Network, the largest premium **pop - under** advertising network on the Internet. **SpecificPOP** has a proven track record -- bringing together more than 400 top tier Web sites and spanning more than 20 distinct categories.

SpecificPOP encompasses 100 percent of the U.S. online audience and uses superior ad serving technology to display ads to users. **Advertisement Banners .com** handles creative development, media buying, trafficking, strategic planning and campaign management for all advertising campaigns on the **SpecificPOP** Network. For additional company information, visit www.advertisementbanners.com or call 714/779-7272.

8/3,K/5 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

15224202 SUPPLIER NUMBER: 94145254 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Forced exposure and psychological reactance: antecedents and consequences of the perceived intrusiveness of pop-up ads.

Edwards, Steven M.; Li, Hairong; Lee, Joo-Hyun
Journal of Advertising, 31, 3, 83(13)
Fall, 2002

ISSN: 0091-3367 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 8850 LINE COUNT: 00763

... conventional banner ads and rising doubts about Web sites' advertising business models are driving concerned **advertisers** beyond **banner** ads. As advertisers scramble to find alternatives, rich media are quickly becoming the standard by...ads that "automatically launch in a new browser window when a Web page is loaded." **Pop - unders** are another form of interstitials that load behind the users' Web browser so that they...to launch pop-up ads. Recent practices in the on-line advertising industry to use **pop - unders** or interstitials (ads that appear in the main Web browser when users attempt to move...specifying ad placement. These different placements vary in the degree of forced exposure. For example, **pop - unders** can be loaded under the browser and be seen upon closing the browser. Ads can...Media," Journal of Advertising, 26 (3), 61-76.

Taylor, Catharine P. (2001), "The Crackle Over ' **Pop Unders** ,"' Advertising Age, 72 (July 16), 36.

Wells, William D., Clark Leavitt, and Maureen McConville (1971...

?

File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Jan
(c)2004 Info.Sources Inc
File 2:INSPEC 1969-2004/Feb W4
(c) 2004 Institution of Electrical Engineers
File 6:NTIS 1964-2004/Feb W5
(c) 2004 NTIS, Intl Cpyrght All Rights Res
File 8:Ei Compendex(R) 1970-2004/Feb W4
(c) 2004 Elsevier Eng. Info. Inc.
File 34:SciSearch(R) Cited Ref Sci 1990-2004/Feb W4
(c) 2004 Inst for Sci Info
File 35:Dissertation Abs Online 1861-2004/Feb
(c) 2004 ProQuest Info&Learning
File 65:Inside Conferences 1993-2004/Feb W5
(c) 2004 BLDSC all rts. reserv.
File 94:JICST-EPlus 1985-2004/Feb W4
(c)2004 Japan Science and Tech Corp(JST)
File 95:TEME-Technology & Management 1989-2004/Feb W3
(c) 2004 FIZ TECHNIK
File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Jan
(c) 2004 The HW Wilson Co.
File 111:TGG Natl.Newspaper Index(SM) 1979-2004/Mar 03
(c) 2004 The Gale Group
File 144:Pascal 1973-2004/Feb W4
(c) 2004 INIST/CNRS
File 202:Info. Sci. & Tech. Abs. 1966-2004/Feb 20
(c) 2004 EBSCO Publishing
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
(c) 2003 EBSCO Pub.
File 266:FEDRIP 2004/Jan
Comp & dist by NTIS, Intl Copyright All Rights Res
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
(c) 1998 Inst for Sci Info
File 483:Newspaper Abs Daily 1986-2004/Mar 02
(c) 2004 ProQuest Info&Learning
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 The Gale Group
File 603:Newspaper Abstracts 1984-1988
(c)2001 ProQuest Info&Learning

Set	Items	Description
S1	199	ADVERTI?(1W)BANNER? ?
S2	76673	POP OR POPS OR POPPED OR POPPING
S3	280	S2(2W)(UNDER????? ? OR BEHIND? OR BENEATH)
S4	2	POPUNDER? OR POPBEHIND?
S5	2	VANDERHOOK
S6	274	SPECIFICMEDIA OR SPECIFICPOP OR SPECIFIC()(MEDIA OR POP)
S7	1	S3:S4 AND (S1 OR S5:S6)

7/7/1 (Item 1 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily
(c) 2004 ProQuest Info&Learning. All rts. reserv.

07437917 SUPPLIER NUMBER: 426151921

The Region; Internet Upstarts Savor Victory in a Big League; Starting out of their folks' O.C. home, three brothers in their 20s win big, and may win more, in a legal fight.

Luna, Claire

Los Angeles Times, p B.4

Oct 20, 2003

ISSN: 0458-3035 NEWSPAPER CODE: ANGE

DOCUMENT TYPE: News; Newspaper article

LANGUAGE: English

RECORD TYPE: ABSTRACT

ABSTRACT: The brothers -- Tim, now 22; Chris, 25, and (Russell **Vanderhook**), 26 -- created **Advertisement Banners .com** in 1999, one of a few companies that employ the " **pop - under** " technology. One of the first big clients they landed was X10 Wireless Technology, a Seattle electronics firm. In short order, the company's security-camera ads were ubiquitous on the Internet, featuring women wearing little more than come-hither looks. Furthermore, the young men contended, X10 stole their proprietary technology and business model, and built its own Internet advertising business with some of **Advertisement Banners .com**'s clients. "It would be inappropriate for either counsel to discuss this matter until the jury has completed its deliberations," said X10 lawyer Sean P. O'Connor.
?

File 696:DIALOG Telecom. Newsletters 1995-2004/Mar 02
(c) 2004 The Dialog Corp.
File 15:ABI/Inform(R) 1971-2004/Mar 02
(c) 2004 ProQuest Info&Learning
File 98:General Sci Abs/Full-Text 1984-2004/Jan
(c) 2004 The HW Wilson Co.
File 141:Readers Guide 1983-2004/Jan
(c) 2004 The HW Wilson Co
File 484:Periodical Abs Plustext 1986-2004/Feb W4
(c) 2004 ProQuest
File 553:Wilson Bus. Abs. FullText 1982-2004/Jan
(c) 2004 The HW Wilson Co
File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc
File 613:PR Newswire 1999-2004/Feb 29
(c) 2004 PR Newswire Association Inc
File 635:Business Dateline(R) 1985-2004/Mar 02
(c) 2004 ProQuest Info&Learning
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 610:Business Wire 1999-2004/Mar 03
(c) 2004 Business Wire.
File 369:New Scientist 1994-2004/Feb W4
(c) 2004 Reed Business Information Ltd.
File 370:Science 1996-1999/Jul W3
(c) 1999 AAAS
File 20:Dialog Global Reporter 1997-2004/Mar 03
(c) 2004 The Dialog Corp.
File 624:McGraw-Hill Publications 1985-2004/Mar 01
(c) 2004 McGraw-Hill Co. Inc
File 634:San Jose Mercury Jun 1985-2004/Mar 02
(c) 2004 San Jose Mercury News
File 647:CMP Computer Fulltext 1988-2004/Feb W4
(c) 2004 CMP Media, LLC
File 674:Computer News Fulltext 1989-2004/Feb W4
(c) 2004 IDG Communications

Set	Items	Description
S1	3324	ADVERTI?(1W)BANNER? ?
S2	1065	SPECIFICMEDIA OR SPECIFICPOP OR SPECIFIC() (MEDIA OR POP)
S3	21	VANDERHOOK
S4	12	POPUNDER? OR POPBEHIND?
S5	2584	(POP OR POPS OR POPPED OR POPPING) (2W) (UNDER????? ? OR BEH- IND OR BENEATH)
S6	15	S4:S5 AND S1:S3
S7	12	RD (unique items)
S8	12104324	AD OR ADS OR ADVERT? ? OR ADVERTIS? OR ADVERTIZ? OR BANNER? ? OR COMMERCIAL? ? OR PROMOT? OR NETVERT? OR NETAD? ? OR EAD? ? OR MARKETING
S9	6085368	OFFER? ? OR PITCH? OR ADWARE? ?
S10	12939451	UNDER????? ? OR BEHIND OR BENEATH OR BACKGROUND? OR BACK()- GROUND? ?
S11	226651	S10(3N) (APPEAR? OR DISPLAY? OR REVEAL? OR MANIFEST? OR SEEN OR SHOW? OR VISIB? OR VIEW? OR OBSERV?)
S12	529	S4:S5 (5N)S8:S9
S13	2429	S11(5N) (BROWER? OR WINDOW? ? OR FRAME? ? OR WEBBROWSER? OR NETBROWSER? OR VIEWPORT? OR VIEW()PORT? ? OR BOX?? ? OR PANE? ? OR PANEL? ?)
S14	114	S13(10N)S8:S9
S15	634	S12 OR S14
S16	544	S15/2001:2004

S17 90 S15 NOT S16
S18 65 RD (unique items)

18/3,K/7 (Item 7 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00966284 96-15677

The lowdown on high tech

Orr, Alicia

Target Marketing v18n1 PP: 8-10+ Jan 1995

ISSN: 0889-5333 JRNL CODE: ZIR

WORD COUNT: 3355

...TEXT: on a box in the corner of the screen "For More Information."

Quickly, a menu **pops** up from **behind** the **commercial** . It provides you
with a list of insurance topics to choose from. You click on...
?

File 9:Business & Industry(R) Jul/1994-2004/Mar 02
 (c) 2004 Resp. DB Svcs.
 File 16:Gale Group PROMT(R) 1990-2004/Mar 03
 (c) 2004 The Gale Group
 File 47:Gale Group Magazine DB(TM) 1959-2004/Mar 03
 (c) 2004 The Gale group
 File 148:Gale Group Trade & Industry DB 1976-2004/Mar 03
 (c)2004 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 275:Gale Group Computer DB(TM) 1983-2004/Mar 03
 (c) 2004 The Gale Group
 File 570:Gale Group MARS(R) 1984-2004/Mar 03
 (c) 2004 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2004/Mar 02
 (c) 2004 The Gale Group
 File 636:Gale Group Newsletter DB(TM) 1987-2004/Mar 03
 (c) 2004 The Gale Group
 File 649:Gale Group Newswire ASAP(TM) 2004/Mar 02
 (c). 2004 The Gale Group

Set	Items	Description
S1	11	POPUNDER? OR POPBEHIND?
S2	2069	(POP OR POPS OR POPPED OR POPPING) (2W) (UNDER OR UNDERNEATH OR BEHIND OR BENEATH)
S3	9259028	AD OR ADS OR ADVERT? ? OR ADVERTIS? OR ADVERTIZ? OR BANNER? ? OR COMMERCIAL? ? OR PROMOT? OR NETVERT? OR NETAD? ? OR EAD? ? OR ADWARE
S4	13377482	OFFER? ? OR PITCH? OR MARKETING
S5	10467191	UNDER????? ? OR BEHIND OR BENEATH OR BACKGROUND? OR BACK()-GROUND? ?
S6	157000	S5(3N) (APPEAR? OR DISPLAY? OR REVEAL? OR MANIFEST? OR SEEN OR SHOW? OR VISIB? OR VIEW? OR OBSERV?)
S7	4174	S6(5N) (BROWER? OR WINDOW? ? OR FRAME? ? OR WEBBROWSER? OR -NETBROWSER? OR VIEWPORT? OR VIEW()PORT? ? OR BOX?? ? OR PANE? ? OR PANEL? ?)
S8	597	S1:S2(5N)S3:S4
S9	190	S7(10N)S3:S4
S10	771	S8:S9
S11	579	S10/2001:2004
S12	192	S10 NOT S11
S13	114	RD (unique items)
S14	106	S13 NOT (FLAT OR TOUCH) (2W) PANEL

14/3,K/78 (Item 19 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
 (c)2004 The Gale Group. All rts. reserv.

06415900 SUPPLIER NUMBER: 13633491 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Guiding light. (Software Review) (Project Management) (Guide Line/Guide Line Maker project management software from Symantec) (Evaluation)
 Robinson, Paul
 PC User, n205, p43(2)
 Feb 24, 1993
 DOCUMENT TYPE: Evaluation ISSN: 0263-5720 LANGUAGE: ENGLISH
 RECORD TYPE: FULLTEXT; ABSTRACT
 WORD COUNT: 1337 LINE COUNT: 00106

... create, you're presented with a series of dialogue boxes which ask you questions and **offer** choices. As you respond, the project outline **appears** on the screen **beneath** the dialogue **box** .

Guide Line requires users to have little understanding of the technicalities of project management, and...
? t14/3,k/100

14/3,K/100 (Item 1 from file: 636)
DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

04178911 Supplier Number: 54690702 (USE FORMAT 7 FOR FULLTEXT)
A Stroke Here, A Stroke There.
McMahon, Frank
Video Systems, pNA
May, 1999
Language: English Record Type: Fulltext
Document Type: Newsletter; Tabloid; Trade
Word Count: 2558

... Each frame also has an overlay slider, and when you move the slider the current **frame** slowly dissolves out, **revealing** the next **frame underneath** .

The only drawback is playback. Photoshop does not **offer** movie playback and Painter has very speedy playback, whereas Photo Paint's playback is slow...
?

File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Jan
(c)2004 Info.Sources Inc
File 2:INSPEC 1969-2004/Feb W4
(c) 2004 Institution of Electrical Engineers
File 6:NTIS 1964-2004/Feb W5
(c) 2004 NTIS, Intl Cpyrght All Rights Res
File 8:Ei Compendex(R) 1970-2004/Feb W4
(c) 2004 Elsevier Eng. Info. Inc.
File 34:SciSearch(R) Cited Ref Sci 1990-2004/Feb W4
(c) 2004 Inst for Sci Info
File 35:Dissertation Abs Online 1861-2004/Feb
(c) 2004 ProQuest Info&Learning
File 65:Inside Conferences 1993-2004/Feb W5
(c) 2004 BLDSC all rts. reserv.
File 94:JICST-EPlus 1985-2004/Feb W4
(c)2004 Japan Science and Tech Corp(JST)
File 95:TEME-Technology & Management 1989-2004/Feb W3
(c) 2004 FIZ TECHNIK
File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Jan
(c) 2004 The HW Wilson Co.
File 111:TGG Natl.Newspaper Index(SM) 1979-2004/Mar 03
(c) 2004 The Gale Group
File 144:Pascal 1973-2004/Feb W4
(c) 2004 INIST/CNRS
File 202:Info. Sci. & Tech. Abs. 1966-2004/Feb 20
(c) 2004 EBSCO Publishing
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
(c) 2003 EBSCO Pub.
File 266:FEDRIP 2004/Jan
Comp & dist by NTIS, Intl Copyright All Rights Res
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
(c) 1998 Inst for Sci Info
File 483:Newspaper Abs Daily 1986-2004/Mar 02
(c) 2004 ProQuest Info&Learning
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 The Gale Group
File 603:Newspaper Abstracts 1984-1988
(c)2001 ProQuest Info&Learning

Set	Items	Description
S1	2	POPUNDER? OR POPBEHIND?
S2	215	(POP OR POPS OR POPPED OR POPPING) (2W) (UNDER OR UNDERNEATH OR BEHIND OR BENEATH)
S3	2268581	AD OR ADS OR ADVERT? ? OR ADVERTIS? OR ADVERTIZ? OR BANNER? ? OR COMMERCIAL? ? OR PROMOT? OR NETVERT? OR NETAD? ? OR EAD? ? OR ADWARE
S4	1869136	OFFER? ? OR PITCH? OR MARKETING
S5	6585690	UNDER????? ? OR BEHIND OR BENEATH OR BACKGROUND? OR BACK()-GROUND? ?
S6	211380	S5(3N) (APPEAR? OR DISPLAY? OR REVEAL? OR MANIFEST? OR SEEN OR SHOW? OR VISIB? OR VIEW? OR OBSERV?)
S7	808	S6(5N) (BROWER? OR WINDOW? ? OR FRAME? ? OR WEBBROWSER? OR -NETBROWSER? OR VIEWPORT? OR VIEW()PORT? ? OR BOX?? ? OR PANE? ? OR PANEL? ?)
S8	33	S1:S2(5N)S3:S4
S9	19	S7(10N)S3:S4
S10	52	S8:S9
S11	51	RD (unique items)

11/7/1 (Item 1 from file: 256)
DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.

(c)2004 Info.Sources Inc. All rts. reserv.

00148932 DOCUMENT TYPE: Review

PRODUCT NAMES: iHatePopUps 7.0 (190179); Net Nanny's Ad-Free 6.7 (190713); PopUpCop 2.0 (190705)

TITLE: Net Pesticides: Whether you're tired of swatting pop-up ads or...
AUTHOR: Portnoy, Sean Randall, Neil Vamosi, Robert
SOURCE: Computer Shopper, v23 n8 p116(4) Aug 2003
ISSN: 0886-0556
HOME PAGE: <http://www.computershopper.com>

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: A

Online marketers are buzzing virtually everywhere these days. However, users now have tools to fight back and exterminate these nuisances. Pop-up and **pop - under ads** launch themselves like flying insects. Spyware and adware often accompany free downloads and live secretly on a user's hard drive. These programs monitor browsing behavior which threatens a user's privacy and security. Luckily, many software packages are available to wipe out these threats. These tools range from programs that block up pop-up ads that appear on-screen to complete software suites that combat these and other pests. Seven programs were looked at, including PopUpCop (Editor's Choice), Spybot-Search & Destroy, and Sunbelt's iHatePopUps 7.0. Some of these are ad blockers, some are adware/spyware terminators, and some are both. Webroot's Spy Sweeper 7.3 offers features similar to free solutions such as Spybot.

REVISION DATE: 20031230

11/7/10 (Item 1 from file: 111)
DIALOG(R)File 111:TGG Natl.Newspaper Index(SM)
(c) 2004 The Gale Group. All rts. reserv.

08043552 Supplier Number: 98385840
Sunbelt Software Releases New Solution to the Irritating Popups; New 'iHatePopups' Software Kills Popup and Popunder Ads Unobtrusively; Aggressively Priced for Everyone to Use.
PR Newswire, CGW04005032003
March 5, 2003

11/7/11 (Item 2 from file: 111)
DIALOG(R)File 111:TGG Natl.Newspaper Index(SM)
(c) 2004 The Gale Group. All rts. reserv.

07944836 Supplier Number: 96008685
COMMFLASH - Technology To Improve Effectiveness of Pop Advertising; Study finds that over 20% users zap their pop windows before they even open. COMMFLASH technology was found to significantly improve the effectiveness of pop-up and pop - under advertising .
PR Newswire, NYTH01202012003
Jan 2, 2003

11/7/12 (Item 3 from file: 111)

DIALOG(R)File 111:TGG Natl.Newspaper Index(SM)
(c) 2004 The Gale Group. All rts. reserv.

07764306 Supplier Number: 90183383
**ValuSoft Teams up with interMute to Release AdSubtract; Award-Winning
Software Blocks Annoying Web Banner Ads , Pop -Ups, Pop - Under
Ads & Protects Privacy.**
Business Wire, 2205
August 7, 2002

11/7/13 (Item 4 from file: 111)
DIALOG(R)File 111:TGG Natl.Newspaper Index(SM)
(c) 2004 The Gale Group. All rts. reserv.

07209213 Supplier Number: 76838256
**Over 5 Billion Ads Not Served. AdSubtract Blocks 5 Billionth Internet Ad;
interMute also Announces AdSubtract now Blocks Pop -Up, Pop - Under
and Flash Ads .**
Business Wire, 2230
July 30, 2001

11/7/14 (Item 5 from file: 111)
DIALOG(R)File 111:TGG Natl.Newspaper Index(SM)
(c) 2004 The Gale Group. All rts. reserv.

07204007 Supplier Number: 76765378
**Pop - Under Ads Build Brand Awareness at the Expense of Brand Affinity,
Reports Jupiter Media Metrix.**
PR Newswire, 7324
July 26, 2001

11/7/16 (Item 1 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2003 EBSCO Pub. All rts. reserv.

00678364 03PW01-060
**Desktop prices hit rock bottom -- Plus: small software, ripping Redmond,
Sidekick soars, and pop-ups go down**
Fox, Steve
PC World , January 1, 2003 , v21 n1 p55, 1 Page(s)
ISSN: 0737-8939
Company Name: Microsoft; T-Mobile; EBay
PLUGGED IN column discusses developments in the United States
information technology (IT) industry as of January 2003. Reports that
desktop PCs have become low-cost because slumping summer sales have hit PC
vendors hard and then back-to-school sales fizzled too. Explains that
software publishers have shrunk the boxes that house software CD-ROM discs.
Mentions that corporate customers have expressed outrage over changes that
Microsoft Corp. made to software licensing plans. Indicates that T-Mobile's
Sidekick consumer-oriented wireless handheld computer is partly electronic
mail device, telephone, and Web-enabled personal digital assistant. Notes
that in response to user complaints, Web sites are reducing their use of
pop-up and **pop - under ads** . Discusses the or Ebay online auction name.
Includes a sidebar and two photos. (MEM)

11/7/17 (Item 2 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2003 EBSCO Pub. All rts. reserv.

00664319 02BN06-002

The online advertising comeback -- After dropping 11 percent last year, the Internet ad industry is showing signs of strength again. As brands return to the Web...

Gaffney, John

Business 2.0 , June 1, 2002 , v3 n6 p118-120, 3 Page(s)

ISSN: 1528-9265

Talks about the resurgence of the United States Internet advertising industry in 2002. Reports that more than a dozen research firms are predicting that industry revenues for 2002 will spike between nine and 44 percent. Says that although major portals are not expected to see revenues rise until 2003, a number of content Web sites that deliver a more targeted audience are beginning to report healthy growth in advertising revenues. Mentions how the Internet ad landscape has changed, in terms of marketer characteristics and ad formats. Cites various attention-grabbing ad formats: banner, standard rectangular ad atop Web pages; floating ad, an animated object; interstitial or superstitial, full-page ad with video or animation; oversize ad placed in the center of the page; **pop - under** ; pop-up; vertical **banner** ; superbanner; surround session; and text ad. Includes a photo, a chart, a screen display, and a table. (MEM)

11/7/18 (Item 3 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2003 EBSCO Pub. All rts. reserv.

00648212 01ZD11-007

E-commerce innovations that work -- Every dollar spent on these new technologies could mean a twofold return in sales. So what are you waiting for?

Atanasov, Maria

Ziff-Davis Smart Business for the New Economy , November 1, 2001 , v14 n11 p52-58, 7 Page(s)

ISSN: 1528-4034

Talks about technologies in business-to-business (B2B) and business-to-consumer (B2C) electronic commerce that promise positive return on investment for companies. Describes them: predictive modeling to anticipate buying behavior; customer data analysis; customer relationship management; data-tagging analytics; rich media and three-dimensional (3D) graphics technologies that aim to deliver on the promise of a virtual shopping experience that meets or surpasses live shopping; image file compression; dynamic pop-up and **pop - under Web advertisements** ; e-mail **marketing** campaigns; and tools to measure clickthrough and conversion rates. Cites the International Data Corp.'s (IDC) prediction that the worldwide market for B2B and B2C e-commerce in 2004 will total \$3.1 trillion. Includes three photos, five screen displays, and eight sidebars. (MEM)

11/7/23 (Item 1 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily
(c) 2004 ProQuest Info&Learning. All rts. reserv.

07527655 SUPPLIER NUMBER: 541042621

Trends (A Special Report): The Net; Safety, Blogs and Protocols

Wingfield, Nick; Mangalindan, Mylene; Swisher, Kara; Bank, David; Hamilton, David P; Clark, Don

Wall Street Journal, p R.3

Feb 9, 2004

ISSN: 0099-9660

NEWSPAPER CODE: WSJ

DOCUMENT TYPE: Feature; Newspaper article

LANGUAGE: English

RECORD TYPE: ABSTRACT

ABSTRACT: Some of these writers are beginning to capitalize on their popularity. Many bloggers, for instance, install links to Amazon.com's "Honor System" program. These allow a given blog's readers to click through and make donations to the blogger using Seattle-based Amazon's payment technology. It's also possible for bloggers to recommend books via links to Amazon that kick back a percentage of the purchase price to the blogger. It's easy, in this age of Googling, to think that all information worth digesting is merely a mouse click away on your favorite search engine -- a viewpoint the technologist Brewster Kahle sums up as, "If it's not on the Web, it doesn't exist." Internet ads have become more intrusive as advertisers and technology companies -- striving to be more creative, more targeted, and more effective -- essentially move beyond banner and pop-up ads, long the "work-horse" ad formats of the Web. Many consumers express alarm at the widespread adoption of so-called rich media ads, which cause animated objects to move across one's computer screen; "pop - under" ads, which can be found on the screen after files are closed; ads that mask "spyware," or programs that surreptitiously monitor one's actions on the computer; and junk e-mail, or "spam."

11/7/24 (Item 2 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily

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07504769

SUPPLIER NUMBER: 525981811

As Consumers Revolt, a Rush to Block Pop-Up Online Ads

Hansell, Saul

New York Times, p C.1

Jan 19, 2004

ISSN: 0362-4331

NEWSPAPER CODE: NYT

DOCUMENT TYPE: News; Newspaper article

LANGUAGE: English

RECORD TYPE: ABSTRACT

ABSTRACT: Both types of sites take pop-up ads for products like Internet Eraser, software that eliminates records of what Web sites people visit. He said he tries not to have too many pop-ups interfere with users viewing his Web sites, but he does display pop-ups as they decide to leave. The larger Web publishers, by contrast, have reduced use of pop-up and pop - under ads. At Sportsline, pop-ups represented 5 to 10 percent of its ad revenue a few years ago, but now account for less than 1 percent. "We are totally ready for the day when you can't have any pop-ups," said Mark J. Mariani, Sportsline's president for advertising. "Clients have started to shy away from pop-ups and pop-unders," he said. Sportsline now sets a quota of no more than one pop-up ad for each user in any 12-hour period. Instead, Sportsline, like many other publishers, is emphasizing larger advertisements woven into their main sites.

11/7/25 (Item 3 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily

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07260200

SUPPLIER NUMBER: 324338331

Pop-ups proliferate Those annoying Web ads effective, vendors find

Beauprez, Jennifer

Denver Post, p K.01

Apr 13, 2003

NEWSPAPER CODE: DPST

DOCUMENT TYPE: News; Newspaper article

LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: For that reason, people click on pop-up ads for more information twice as often as they do banner ads, according to GartnerG2. People will see more pop-up ads if they visit specialty websites such as those featuring home and garden, politics and sports. Pop-ups make up about 20 percent to 40 percent of those sites' ads, according to Nielsen/NetRatings. The Chicago company gets 10 to 20 times more people interacting with its **pop - under ads** than with **banner ads**, said Geoff Silvers, Orbitz e-marketing director.

11/7/26 (Item 4 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily

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07194973 SUPPLIER NUMBER: 304721261

AOL Providing Software to Customers to Block Pop-Ups

Hansell, Saul

New York Times, p C.8

Mar 12, 2003

ISSN: 0362-4331

NEWSPAPER CODE: NYT

DOCUMENT TYPE: News; Newspaper article

LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: AOL pioneered the often annoying but effective pop-up format, which opens a window on the screen, covering whatever the user was trying to do. Over the last two years, many other Web sites have started selling pop-up **ads** or **pop - under ads**, which become visible after the user closes the main browser window. For many users, pop-ups have joined junk e-mail, or spam, as one of their biggest online annoyances. The new AOL software will be automatically installed on computers using the latest version, 8.0. A button on the bottom of every window in AOL's Web browser will let users turn the pop-up blocking feature on or off. Every time a site tries to open a pop-up or pop-under window, the software will produce a sound. If the user is curious, a click will make the ad appear. AOL declined to estimate how many users would use the blocking feature. But it did say that 10 percent of its users had chosen not to receive pop-ups from AOL's own service, an option that has been harder to find than the new blocking software.

11/7/27 (Item 5 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily

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07065570 SUPPLIER NUMBER: 237231891

Advertising in pop-up ads

Anonymous

USA TODAY, p B.01

Nov 13, 2002

ISSN: 0734-7456

NEWSPAPER CODE: USA

DOCUMENT TYPE: General Information; Newspaper article

LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: Advertisers launched more than 11.3 billion pop-up **ad** impressions (including **pop - under ads**) in the first seven months of

2002, making up 2% of online advertising.

11/7/28 (Item 6 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
(c) 2004 ProQuest Info&Learning. All rts. reserv.

07064668 SUPPLIER NUMBER: 230660521
BIG NAMES ENTER WAR AGAINST SPAM, POP-UP ADS
BRAY, HIAWATHA
Boston Globe, p C.3
Nov 4, 2002
ISSN: 0743-1791 NEWSPAPER CODE: BOST
DOCUMENT TYPE: Commentary; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: Jerry Cerasale] said any successful legislation must outlaw such practices as disguising the source of the e-mail, and putting false information in the subject line of the message. Spammers would have to include an accurate physical address for their businesses and give customers a way to "unsubscribe" from their mailing list. Of course, spammers already use phony unsubscribe features to verify that the recipient's e-mail address is valid, so they can send them even more spam. That, too, would be outlawed under the DMA plan. "We want to preserve the ability to keep the medium open for marketing," said Cerasale. Presumably, DMA members would keep the messaging to a minimum and leave us alone when asked nicely. Cerasale even said the DMA might consider creating a permanent registry of e-mail addresses, to which the members would never send unsolicited messages. This has met with mocking response from the Internet service provider Earthlink. That company is running full-page ads listing dozens of AOL Time Warner firms that could still generate **pop -up ads under** the new system. The **ads** urge the AOLers to switch to Earthlink, a Web-based service that doesn't generate pop-ups, and provides its customers with software that filters out most of those created by others. Earthlink even runs national TV ads to tout its Pop-up Blocker system.

11/7/29 (Item 7 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06958705 SUPPLIER NUMBER: 152411001
EarthLink Will Offer Subscribers Software To Block Pop-Up Ads
Anonymous
Wall Street Journal, p B6
Aug 20, 2002
ISSN: 0099-9660 NEWSPAPER CODE: WSJ
DOCUMENT TYPE: News; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: EarthLink's Pop-Up Blocker is designed to prevent **advertising windows** from **appearing** above or **under** a customer's main browser **window** . The company said the feature is embedded within the Microsoft Internet Explorer toolbar, so subscribers will see the feature as an icon on their browser screen.

11/7/30 (Item 8 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily

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06934075 SUPPLIER NUMBER: 141140341
Web Pop-Up Ads Spawn Arms Race
Miles, Stephanie
Wall Street Journal, p B3F
Jul 24, 2002
ISSN: 0099-9660 NEWSPAPER CODE: WSJ
DOCUMENT TYPE: News; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: So about a year ago, Mr. [Kevin Stecyk], a 39-year-old financial analyst in Calgary, Alberta, started using Pop-Up Stopper, an ad-blocking software application that suppresses pop-up and **pop - under ads**. "It's a very effective product that does as it claims," he says, adding that very few ads get through the filter. He still sees regular banner ads, which he considers a "fair trade-off" for free content. Neither are larger publishers, who rely on more intrusive formats such as pop-ups to shore up revenue as the ad recession drags on. Robert Cauthorn, vice president of digital media for the San Francisco Chronicle's SF Gate site, which uses pop-ups and pop-unders, says he has heard from a few ad-blocking readers, but suspects the total number of users is "infinitesimally small." The Wall Street Journal Online generally doesn't serve pop-up or **pop - under ads** to subscribers, but does use them on nonsubscriber areas, according to Neil Budde, publisher of the site. "This is because we believe paying subscribers won't accept such aggressive ad tactics," he says. The Online Journal, published by Dow Jones & Co., doesn't track how many people use ad-blocking software because the ads are served by DoubleClick Inc.

11/7/31 (Item 9 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06902482 SUPPLIER NUMBER: 129064341
Puncturing Web Ads Before They Pop Up
Pogue, David
New York Times, p G.1
Jun 27, 2002
ISSN: 0362-4331 NEWSPAPER CODE: NYT
DOCUMENT TYPE: Commentary; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: If you're unfamiliar with the new form of hyper-aggressive advertising, you must not have been online recently. You've missed the joys of pop-up ads, which obscure the Web page you're trying to read until you frown, mutter and close the pop-up window. **Pop - under ads**, only slightly less annoying, materialize behind the main browser window rather than in front of it. You don't have to frown, mutter and close the window until after you close the main window. Then there are the skyscraper ads: billboards in cyberspace, huge rectangles of ad that scoff at the quaint self-restraint of banner ads -- and take three times as long to download. One way to achieve ad-free bliss is to abandon Microsoft's browser, Internet Explorer. Alternative browsers like Opera (Windows or Mac), Netscape (Windows or Mac) or OmniWeb (Mac OS X) offer settings that defeat pop-up ads, and sometimes banner ads, too. In the latest version of Netscape (and its sister programs Chimera and Mozilla), for example, you can turn off a deeply buried preference setting called "'Open unrequested windows'" to stifle their appearance. (Too bad there are no check boxes to turn off "'Answer unrequested phone calls'" and "'Accept unsolicited e-mail.'") For both Mac fans (pre-OS X) and Windows fans (pre-XP),

WebWasher (www.webwasher.com) is another free alternative, capable of squashing not only pop-ups but even those self-spawning Hydra ads. Millions of people have downloaded this little ad blocker, which was developed by Siemens engineers. It can block all kinds of sinister-sounding behind-your-back Web activity -- cookies, Web bugs, Referrers and so on. Unfortunately, when it comes to blocking pop-ups and pop-under, WebWasher doesn't make a very attentive goalie. It lets a lot of ads through, probably because the Windows and Mac versions are one and two years old and outmatched by modern ad technologies.

11/7/32 (Item 10 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06814778 SUPPLIER NUMBER: 113672190
E-Commerce (A Special Report): A Consumer's Guide --- Annoying ... but Effective: You may hate them; They may drive you crazy; But pop-up ads are here to stay
Rosenbaum, Joshua
Wall Street Journal, p R.8
Apr 15, 2002
ISSN: 0099-9660 NEWSPAPER CODE: WSJ
DOCUMENT TYPE: Feature; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: That sort of effectiveness doesn't go unnoticed. In recent months, pop-up and **pop - under advertising** has spread to more-established marketers, with companies such as American Airlines, Amazon.com Inc. and Orbitz LLC using the format. Orbitz, the Chicago-based airline-travel Web site launched last year, has been using **pop - under ads** for several months, in part, it says, to compete with heavyweight rivals like Travelocity.com Inc. and Expedia Inc. Orbitz was shut out of advertising on the large portals like AOL, Yahoo and MSN because they had signed exclusive marketing agreements with Orbitz's rivals, says Michael Sands, Orbitz's chief marketing officer. While Orbitz won't disclose figures on how effective the ads have been, Mr. Sands says the company's click-through rate -- the number of viewers who click on the ad to reach the Web site -- matches the experience of other companies that have used pop-ups. "There's 10 to 20 times the click-through rate of traditional banner ads," he says. Also, says Mr. Sands, unlike some advertisers that inundate Web sites with ads, Orbitz sets a cap on how often they appear, so that a viewer won't see more than one of its ads per site in a 24-hour period. Orbitz also doesn't use pop-over ads, a type of pop-up that blots out the entire site the viewer has on the screen, because the company considers them obtrusive. Most pop-up ads take up only a portion of the screen; **pop - under ads** appear only when the site they are under is closed.

11/7/33 (Item 11 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06779413 SUPPLIER NUMBER: 110387766
Spyware watches where you surf ; Critics say your privacy is in danger
Kornblum, Janet
USA Today, p D.06
Mar 11, 2002
ISSN: 0734-7456 NEWSPAPER CODE: USA

DOCUMENT TYPE: Feature; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: The end result? When you download that new free game, if it came with adware, you'll start getting pop-up (and **pop - under**) **ads** . They may pop up only when you play or they may pop up randomly. Gator, a company that has come under fire for the way it delivers ads, is now trying to lead an industry move toward full disclosure. Its software, bundled with several popular shareware programs, will automatically fill in Web forms for you. In return, you agree to share your surfing habits -- without being identified beyond your first name and ZIP code -- and to receive targeted pop-up ads. The details are in the fine print, but Gator defends its practices by insisting that software companies that carry it state prominently that it will deliver pop-up ads. And Gator, which has 12 million active users, labels its ads and makes it easy to uninstall the software.

11/7/34 (Item 12 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06728832 SUPPLIER NUMBER: 100399174
Tech 101; Dave Wilson; Putting a Stop to Ads That Pop Up
Wilson, Dave
Los Angeles Times, p T.1
Jan 17, 2002
ISSN: 0458-3035 NEWSPAPER CODE: ANGE
DOCUMENT TYPE: Commentary; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: It's hard to find a Web site today that doesn't shove huge, noisy, intrusive **ads** down your throat. They **pop** up, **pop under** , pop over and crawl around whatever it is you're trying to look at. "There are several Web pages that got so bad with the pop-ups that I just stopped visiting them," said Don Soper, a Portland, Ore., computer programmer. Check out Opera at www.opera.com, a pleasant alternative to Netscape and Internet Explorer, though it doesn't work perfectly with every Web site because many developers don't test with Opera.

11/7/35 (Item 13 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06724229 SUPPLIER NUMBER: 99517317
POP CULTURE GONE ARE THE DAYS WHEN A BANNER AD WAS THE ONLY MARKETING MEDIUM TO BE FOUND ONLINE, AS WEB PAGES BECOME INUNDATED WITH THE NEXT GENERATION OF ADVERTISING.
Denison, D C
Boston Globe, p C.1
Jan 14, 2002
ISSN: 0743-1791 NEWSPAPER CODE: BOST
DOCUMENT TYPE: Feature; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: By now most Internet users are familiar with the pop-up ads, the small boxes that leap out to greet you when you first visit a Web site. **Pop - under ads** , popularized by the X-10 spy camera ads, are a minor variation: The ads launch and lurk until you click off the site - then they

pop up. TechTarget has 20 such sites devoted to very specific IT topics, like Windows 2000 and Internet security. The content for each topic ranges over Web sites, streaming Webcasts, and e-mail newsletters. Once TechTarget has a critical mass of techies on a topic, it starts selling focused ads to interested vendors. In November, a pharmaceutical company, AstraZeneca, used [Craig Calder]'s system to market a new drug, Nexium. The company was able to serve visitors to nytimes.com a sequence of ads that had a variety of purposes: branding, information, awareness, and e-mail acquisition. American Airlines also signed up for the new system. Boston.com, a New York Times Digital property, is scheduled to roll out a SurroundSessions in next month.

11/7/36 (Item 14 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06720106 SUPPLIER NUMBER: 98737247
Caught in the Web ; Some sites won't let you leave. Other bombard you with pop-up ads. Sometimes it seems that the Internet's annoyances will never end. But surfers needn't be sufferers when web sites attack.

Anonymous
Times - Picayune, p E.01
Jan 9, 2002
NEWSPAPER CODE: NO
DOCUMENT TYPE: Feature; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: THE TRICK: Small browser windows -- called pop-up or **pop - under ads** -- launch as people enter or exit a site or open on a timer as people are browsing. Although they're usually small, enough pop-up ads can obscure a page and make Web users stop what they're doing to close them. A newer kind of annoyance is the **pop - under ad**, most notably the ubiquitous ones for the X-10 Web cam, that lurk beneath the active Web page. HOW TO BEAT THEM: Windows users can quickly kill pop-up screens by holding down the Alt+F4 keys. Mac users can hold down Apple+W keys. You can also thwart pop-up windows by disabling JavaScript. There are a number of free programs that effectively suppress pop-up ads. Panicware's Pop-up Stopper puts a small icon on the toolbar next to the clock that flashes or makes a sound whenever it squashes a pop-up or pop-under window. To allow friendly pop-up windows, such as forms or e-mail windows, users can hold down the Ctrl or Shift keys. It works in Internet Explorer 5.0 and up and Netscape Navigator 4.0 and up.

11/7/37 (Item 15 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06691829 SUPPLIER NUMBER: 96021407
2001: Year of the Hard Sell --- Struggling Ad Agencies Fought To Grasp Nation's Psyche Through Toughest of Times
Vranica, Suzanne; O'Connell, Vanessa
Wall Street Journal, p B.1
Dec 20, 2001
ISSN: 0099-9660 NEWSPAPER CODE: WSJ
DOCUMENT TYPE: News; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: Feedback: Consumers hated the X10 ads so much that after just 20

seconds, 73% of visitors left the site or window where the ad appeared, according to estimates by Jupiter Media Metrix, a market research firm. Some of X10's initial **pop under ads** suggested the camera could be used to videotape coeds without their knowledge. "We asked them to tone it down," says Donna Stokley director of advertising for Tribune Co.'s LATimes.com, one of the sites that ran the ad. Eventually X10 added a section to its own Web site to explain the **pop under** strategy, assuring that the **ads** were "100% legal and 100% safe." They forgot 100% annoying.

Honorable mention: Aflac Inc.'s pesky duck kept us amused this year via Bcom3 Group Inc.'s Kaplan Thaler Group. . . . Gross factor worked for a "Got Chocolate Milk" ad via Interpublic's Bozell. The shot shows a teen boy gargling with milk and then doing the same with chocolate syrup. . . . Toyota Motor Corp. got laughs with its ad showing a bright red Celica parked on a quiet street when suddenly an old man shouts: "Slow down this is a neighborhood . . . punk." The tagline is "Looks Fast;" work was created by Publicis Groupe SA's Saatchi & Saatchi. . . . Walt Disney Co. tried to rekindle the magic with an ad from Bcom3's Leo Burnett featuring a middle-aged couple in bed. The wife laments that her husband doesn't talk to her anymore. He quacks "I love you" in a Donald Duck voice. Not so honorable: An ad for Nintendo Co.'s squirrel "Conker" game from Bcom3's Leo Burnett featured a scantily clad blond lying on her bed and talking on the phone, detailing the wild night she just experienced with the squirrel. . . . AT&T and Interpublic's FCB ads featured Carrot Top, the comedian, aren't any more effective than last year's over-stimulated David Arquette. . . . Coke ads that used the "Life Tastes Good" tagline, created by Interpublic's McCann-Erickson Worldwide, are still flat. . . . Kimberly Clark Corp. makes eyes roll with ads from WPP's J.Walter Thompson that highlight wet toilet paper. The cheeky ads use a montage of rear ends: boys in a swimming pool and girls doing the hula-hoop as a voiceover chimes in "sometimes wetter is better."

11/7/38 (Item 16 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06654128 SUPPLIER NUMBER: 82386830
America's economic army is retreating but isn't beaten
Saracevic, Alan T
San Francisco Chronicle, p E.2
Sep 30, 2001
NEWSPAPER CODE: SF
DOCUMENT TYPE: Commentary; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: X10 86S IPO: All right, enough doom and gloom. Let's get to some good news. The world's most annoying company -- Seattle's X10 Wireless Technology Inc. -- was forced to cancel its IPO last week. X10, if you're not familiar with the firm, is the company that's been flogging Web surfers with "**pop - under**" ads for wireless Web cams. Most every time you go to Yahoo News, for instance, your computer will suddenly open a browser page with an ad for the X10 cams. MAMA MIA: All right, then. Back to the bad news. Italian Prime Minister Silvio Berlusconi made a blathering fool of himself last week, drawing comparisons between the terrorists that rocked the world Sept. 11 and the WTO protesters who got their clocks cleaned by Italian police in Genoa back in July.
? b11/7/40-41,43-44,48
>>>"/" is invalid in a filelist.
? t11/7/40-41,43-44,48

11/7/40 (Item 18 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily
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06516579 SUPPLIER NUMBER: 75368938
Tech 101; PC Focus; Subtracting Ads From Your Web Surfing
Magid, Lawrence J
Los Angeles Times, p T.6
Jul 12, 2001
ISSN: 0458-3035 NEWSPAPER CODE: ANGE
DOCUMENT TYPE: Commentary; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: The latest trick is "**pop - under**" ads . Like pop-up ads , they are triggered when you visit certain Web sites and appear in a separate window. But you don't see the window while you're at the site. It's hiding behind the browser window and appears only when you close or move that window. As with a pop-up, you have to click to close the pop-under window, which means you have to pay attention to it, even if just to get it off your screen. There is also software designed to control Internet ads. Panicware Inc. (<http://www.panicware.com>) offers Pop-Up Stopper, a free program that allows users to block pop-up and **pop - under ads** and prevent Web sites from sending you to another site when you exit. The software, which I tested with Internet Explorer, does a good job. My only complaint is that the program doesn't allow you to open additional browser windows. InterMute's \$29.95 Adsubtract Pro (<http://www.adsubtract.com>) blocks most **banner ads** and pop-up and **pop - under** windows. The version I downloaded doesn't block ads written in Shockwave, but the company plans to issue a new version to stop those ads within the next couple of weeks, according InterMute Chief Executive Ed English. The Pro version also manages cookies and highlights cookies placed by "ad servers" and known "online profilers" that use cookies to create a database of your surfing habits.

11/7/41 (Item 19 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06510304 SUPPLIER NUMBER: 75840886
Pop-Up Web Ads Pose a Measurement Puzzle
Hansell, Saul
New York Times, p C.1
Jul 23, 2001
ISSN: 0362-4331 NEWSPAPER CODE: NYT
DOCUMENT TYPE: News; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: **Pop - under ads** are distinct from the pop-up windows long seen by users of AOL Time Warner's flagship America Online service that appear on top of other pages. The X10 ads open up in a separate, full browser window -- a window underneath whatever site the user is viewing. Only after the user closes the chosen window, presumably because it is time to do something else, does the lurking pop-under window become visible. "'X10 has sparked the most violent reaction from consumers,'" she wrote in a recent report. She found that 73 percent of the people seeing the X10 ads left the page within 20 seconds. That is a much more rapid defection, she wrote, than even for pop-up ads. Nonetheless, some of the biggest Web publishers -- including Microsoft, Yahoo, Primedia and TheNew York Times -- have decided to accept pop-ups and pop-underers. Other advertisers besides X10 that are making heavy use of such ads to draw

traffic to their sites include eBay and Real Networks.

11/7/43 (Item 21 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06488373 SUPPLIER NUMBER: 74623769
Web surfers can expect more pesky pop-up ads
Howard, Theresa
USA Today, p B.01
Jun 25, 2001
ISSN: 0734-7456 NEWSPAPER CODE: USA
DOCUMENT TYPE: News; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: Three sites new to Jupiter Media Metrix's list of top 50 Web and digital properties are pop-up or **pop - under ad**-driven sites. And those sites join two other pop-up driven sites already on the list. The x10 camera site is No. 5, and so many people have complained about its ads that the site now offers a way to temporarily stop its pop-ups. A study of 2,000 consumers to be released today by Unicast, which specializes in programming streaming pop-up ads, and Harris Interactive shows that only 25% of consumers like Internet advertising, yet 46% like streaming ads online as much as TV ads.

11/7/44 (Item 22 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06435175 SUPPLIER NUMBER: 73157477
Can You Say 'Cheese'? Intrusive Web Ads Could Drive Us Nuts
Weber, Thomas E
Wall Street Journal, p B.1
May 21, 2001
ISSN: 0099-9660 NEWSPAPER CODE: WSJ
DOCUMENT TYPE: Commentary; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: A very small percentage of people who view the ads complain," says Alex Peder, president of Seattle-based X10 Wireless Technology. He also points out that X10 uses an approach called "**pop - under**," which places an **ad** window behind the window you're viewing so you'll stumble across it later. X10 considers this less disruptive. Then there's the message of X10's ads. Mr. [Michael Kubin]'s researchers at Evaliant were able to dig up more than 150 X10 banner ads for me. Most are variations on a single theme: a photo of an attractive young woman juxtaposed with a shot of the wireless camera, accompanied by such slogans as "What Do YOU Want to See?" and "Naughty or Nice?" Or you could just get used to it. As I put the finishing touches on this column, I'm still waiting for my X10 camera to show up. And guess what just popped up on my screen? Yes, it's another X10 ad.

11/7/48 (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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09882030
Symantec delivers instant message security

New Zealand: Two security software by Symantec debuts
Computerworld New Zealand (UHE) 20 Sep 2002
Language: ENGLISH

The followings are the two new security software products recently unveiled by Symantec New Zealand (Symantec) in New Zealand:- - the Norton SystemWorks 2003 suite that features tools for website optimisation and antivirus applications. The new suite is targeted at small businesses; and - the Norton Internet Security 2003 suite that features enhanced **pop - under** and pop-up **advertisement** blocking, the Norton Spam Alert for junk

Date	Type	Search
1/24/03	F	FastClick
	F	popunder
1/27/03	W	pornrodeo
	F	doubleclick
	WWW	search of slashdot.com for "popunder"
	R	popunder
	A	popunder or pop under
	I	popunder or pop under
	G	popunder
	W	assbonanza
	W	youngwonders
	W	fastclick
	W	www.codeproject.com/jscript
	S	javascript
1/28/03	A	internet and advertising and popup
	I	internet and advertisement and popup
	I	internet and advertisement
	R	internet and advertisement
	G	Andrew Vilcauskas
	G	Robert Bloodgood
	G	Matthew Middleton
	G	ExitExchange
	G	window.open()
	G	window.focus()
	WWW	slashdot search – pop-under
1 March 2004	W	www.pornrodeo.com
	W	www.advertisementbanners.com
	W	www.specificpop.com
	Y	popunder
	Y	vanderhook
	R	vanderhook
	R	popunder
2 March 2004	W	www.unicast.com
	W	www.fastclick.com
	G	ASAP stand pop-under
	W	www.x10.com
	G	Greg Searle
	W	www.exitexchange.com

09/866425

	Hits	Search Text	DBs	Time Stamp
1	12	barkat.in.	EPO; JPO; DERWENT; IBM_TDB	2004/03/02 09:21
2	10	barkat.in.	USPAT; US-PGPUB	2004/03/02 09:21
3	33	"wo 97/07656"	USPAT; US-PGPUB	2004/03/02 09:11
4	1	"wo9707656"	USPAT; US-PGPUB	2004/03/02 09:11
5	1	"wo9707656"	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/03/02 09:11
6	33	"wo 97/07656"	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/03/02 09:11
7	1	5305195.pn.	USPAT; US-PGPUB	2004/03/02 09:10
8	13	landsman.in. and unicast	USPAT; US-PGPUB	2004/03/02 09:08
9	100	landsman.in.	USPAT; US-PGPUB	2004/03/02 08:57
10	59	(internet or www or web) and advertise\$6 and popup and (register or subscribe)	USPAT; US-PGPUB	2003/08/26 16:57
11	49	(internet or www or web) and advertise\$6 and popup and (register or subscribe) and embed\$5	USPAT; US-PGPUB	2003/08/26 16:57
12	164	(internet or www or web) and advertise\$6 and popup	USPAT; US-PGPUB	2003/08/26 16:29
13	3	vilcauskas.in.	USPAT; US-PGPUB	2003/08/26 16:28
14	1	(internet or web or www) and advertisement\$1 and (popup\$2 same prevent\$3)	USPAT; US-PGPUB	2003/01/28 14:29
15	27	(internet or web or www) and advertisement\$1 and (popup\$2 same (limit\$2 or time))	USPAT; US-PGPUB	2003/01/28 14:28
16	1	(internet or web or www) and advertisement\$1 and (popup\$2 same prevent)	USPAT; US-PGPUB	2003/01/28 14:28
17	87	(internet or web or www) and advertisement\$1 and popup and (limit or time)	USPAT; US-PGPUB	2003/01/28 14:11
18	76	(internet or web or www) and advertisement\$1 and ((time\$1 near2 display\$2) same (bill\$3 or statistic\$3))	USPAT; US-PGPUB	2003/01/28 14:03
19	88	(internet or web or www) and advertisement\$1 and popup	USPAT; US-PGPUB	2003/01/28 14:03
20	1803	(internet or web or www) and advertisement\$1 and ((time\$1 near2 display\$2) same bill\$3 or statistic\$3)	USPAT; US-PGPUB	2003/01/28 13:12
21	1274	(internet or web or www) and advertisement\$1 and (time\$1 near2 display\$2)	USPAT; US-PGPUB	2003/01/28 13:11
22	7138	(internet or web or www) and advertisement\$1 and time\$1	USPAT; US-PGPUB	2003/01/28 13:09
23	7536	(internet or web or www) and advertisement\$1	USPAT; US-PGPUB	2003/01/28 13:07
24	2	("5737619" "5572643").pn.	USPAT; US-PGPUB	2003/01/28 13:06
25	9	unicast.as.	USPAT; US-PGPUB	2003/01/28 08:44
26	8	("5625781" "5715445" "5727129" "5778372" "5784058" "5802292" "5805815" "5860074").PN.	USPAT	2003/01/27 16:11
27	1	5948061.pn.	USPAT; US-PGPUB	2003/01/27 15:45
28	2	6212554.URPN.	USPAT	2003/01/27 14:28
29	8	("5572643" "5796952" "5809242" "5848396" "5848397" "5860068" "5918239" "5978381").PN.	USPAT	2003/01/27 13:39

	Hits	Search Text	DBs	Time Stamp ▾
30	10	("6065057" "6118449" "6496803" "6247047" "5961603" "6477579" "6016504" "6460072" "6128663" "6223215").pn.	USPAT; US-PGPUB	2003/01/27 12:14
31	10	("6223215" "6009410" "6248946" "6141010" "5913040" "6237022" "6268856" "6286029" "6338094" "6463468").pn.	USPAT; US-PGPUB	2003/01/27 12:14
32	9	("6295061" "6295551" "6285987" "6205432" "6442529" "6061719" "6061719" "6148332" "5995102" "6061659").pn.	USPAT; US-PGPUB	2003/01/27 12:12
33	10	("6014698" "6006197" "5999912" "5937392" "5948061" "6134532" "6466975" "6438125" "6286045" "6466970").pn.	USPAT; US-PGPUB	2003/01/27 11:39
34	6	("5933811" "6084628" "6118449" "6119098" "6148332" "6248946").pn.	USPAT; US-PGPUB	2003/01/27 11:23
35	12	pop adj under	USPAT; US-PGPUB	2003/01/27 10:26

	Hits	Search Text	DBs	Time Stamp▽
36	9	("6314451" "6317761" "6466967" "6487538" "6442590" "6212554" "6212554" "6477575" "6102406" "5996007").pn.	USPAT; US-PGPUB	2003/01/27 10:25
37	0	popunder	USPAT; US-PGPUB	2003/01/27 10:25
38	1	5305195.pn.	USPAT; US-PGPUB	2003/01/24 16:23

Dialog 2 Mar 2004

EECOMP
ELECTRON
COMPSCI

?f fastclick
S1 89 FASTCLICK
?rd
>>>Duplicate detection is not supported for File 481.

>>>Records from unsupported files will be retained in the RD set.
...examined 50 records (50)
...completed examining records
S2 40 RD (unique items)
?t s2/medium,k/all
>>>KWIC option is not available in file(s): 241

2/K/1 (Item 1 from file: 647)
DIALOG(R)File 647:CMP Computer Fulltext
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01244659 CMP ACCESSION NUMBER: INW20011022S0025
**Web Ads Take New Shapes - Online Publishers Change Formats To Woo
Advertisers In Tight Market**
Ted Kemp
INTERNETWEEK, 2001, n 883, PG17
PUBLICATION DATE: 011022
JOURNAL CODE: INW LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: SERVING CUSTOMERS
WORD COUNT: 666

... write scripts for its clients or let them generate the scripts themselves.

Ad server vendor **Fastclick** .com Inc. will introduce "skyscraper" ads in November. The vertical ads typically run on the...

...Inc., which runs a graphics search site in several languages, pegs ads to JavaScripts from **Fastclick** . Visicom chose **Fastclick** partly because it engages in "frequency capping," or the practice of ensuring that a single...

COMPANY NAMES (DIALOG GENERATED): ABC ; DoubleClick ; Edgar Online ; ESPN ; **Fastclick** ; Forrester Research ; Jupiter ; Visicom Media Inc ; Walt Disney Internet Group

2/K/2 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

3271472 Supplier Number: 03271472 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Web Ads Take New Shapes -- Online Publishers Change Formats To Woo
Advertisers In Tight Market**
(Online publishers try diverse ad formats)
InternetWeek, p 17
October 22, 2001
DOCUMENT TYPE: Journal ISSN: 0746-8121 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 642

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...write scripts for its clients or let them generate the scripts themselves.

Ad server vendor **Fastclick** .com Inc. will introduce "skyscraper" ads in November. The vertical ads typically run on the...

...Inc., which runs a graphics search site in several languages, pegs ads to JavaScripts from **Fastclick** . Visicom chose **Fastclick** partly because it engages in "frequency capping," or the practice of ensuring that a single...

2/K/3 (Item 2 from file: 9)
DIALOG(R) File 9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

3207333 Supplier Number: 03207333 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Internet Advertisers Turn to Pop-Under Windows to Generate Sales
(Latest trend in Internet advertising is the pop-under ad)
Sacramento Bee , p N/A
August 02, 2001
DOCUMENT TYPE: Regional Newspaper ISSN: 0890-5738 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 738

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...will continue to be a viable delivery tool" said Jim Gross, chief executive officer of **Fastclick** , a Santa Barbara company that facilitates online ads for advertisers and Web sites.

But one...

...effectiveness is to limit the number of times a user sees it.

To that end, **Fastclick** and others suggest that the ad only appear on a customer's screen a few...

2/K/4 (Item 1 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01725568 03-76558
Let's talk dirty
Stapinski, Helene
American Demographics v20n11 PP: 50-56 Nov 1998
ISSN: 0163-4089 JRNL CODE: ADE
WORD COUNT: 2972

...TEXT: re not watching TV and preparing to shampoo the rug," says Adamson. Computers and the **fastclick** world of remote-controlled cable TV are affording advertisers even less time for a sales...

2/K/5 (Item 1 from file: 16)
DIALOG(R) File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

10946775 Supplier Number: 112152614 (USE FORMAT 7 FOR FULLTEXT)
Fastclick Releases New Publisher Interface; Enhanced Publisher Management Tools Increase Website Revenue.
Business Wire, p5186
Jan 14, 2004
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 405

Fastclick Releases New Publisher Interface; Enhanced Publisher Management Tools Increase Website Revenue.

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Jan. 14, 2004

Fastclick , Inc., a leading online advertising and services company, today announced significant enhancements to the publisher...

...of their network application, allowing more effective control of advertising revenue. The new interface provides **Fastclick** publishers with enhanced management capabilities, reporting, and control functionality.

"The new interface was designed to provide publishers with a more

efficient way to strategically manage their **Fastclick** revenue," said Alexis Weaver, COO of **Fastclick**. "The feedback has been extremely positive. Our affiliates have told us that the management and reporting tools incorporated in this release make **Fastclick** their leading ad network partner."

The **Fastclick** Ad Network is made up of over 15,000 editorially reviewed publisher websites. Publishers are paid 65% of the revenue generated through **Fastclick** ad sales for a number of in-page and window-based formats.

AmericanGreetings.com, one of **Fastclick**'s publisher partners, expressed their approval of the new interface: "This release has been extremely...

...affect our revenue," said Jennifer Wax, Regional Sales Manager. Another publisher, Hollywood.com, agreed: "The **Fastclick** interface is an exceptional tool that provides the publisher with easy-to-use measurement and...

...presentation of information in tables and graphs provides at-a-glance management of ad revenue.

"**Fastclick** has always been deeply committed to our publisher base," said Weaver. "We will continue to...

...to our offerings and explore additional opportunities to provide maximum revenue for our partners."

About **Fastclick**

Fastclick (www.fastclick.com) is a leader in online advertising services, providing branding and direct response opportunities to online and off-line clients. The **Fastclick** Ad Network of over 15,000 websites reaches over 60 million unique Internet users each month, delivering targeted, optimized advertising. **Fastclick**'s AdServer(R) (www.adserver.com) is industry-leading ad serving technology, enabling customers to...

2/K/6 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

10812665 Supplier Number: 109573877 (USE FORMAT 7 FOR FULLTEXT)
Mirror Image Joins the Internet Advertising Bureau.
Business Wire, p5278
Nov 3, 2003
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 633

... delivery to a distributed ADN platform, an increasing number of advertising service providers -- such as **Fastclick** and Datran -- have turned to Mirror Image's global ADN service to offload advertising infrastructures...

2/K/7 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

10811894 Supplier Number: 109563266 (USE FORMAT 7 FOR FULLTEXT)
Fastclick 's AdServer Releases Full Spectrum Optimization; Optimization Technology Now Available to Online Publisher Market.
Business Wire, p5317
Nov 3, 2003
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 288

Fastclick 's AdServer Releases Full Spectrum Optimization; Optimization Technology Now Available to Online Publisher Market.
AD:TECH New York 2003

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Nov. 3, 2003

Fastclick, Inc., a leading online advertising and services company, today announced the release of Full Spectrum...

...our clients and our industry experience and develop tools that achieve superior results."

About AdServer

Fastclick's AdServer(R) (www.adserver.com) service is an industry-leading ad serving technology, which enables customers to effectively manage their online advertising activity to achieve superior marketing results. **Fastclick** (www.fastclick.com) is a leader in online advertising services, providing branding and direct response opportunities to online and off-line clients. The **Fastclick** Ad Network of over 15,000 websites reaches over 59 million unique Internet users each...

2/K/8 (Item 4 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

10764791 Supplier Number: 108827811 (USE FORMAT 7 FOR FULLTEXT)

Fastclick Appoints Kurt A. Johnson as President & CFO; Internet and Financial Industry Veteran Brings Direct Experience to Fastclick's Growing Business.

Business Wire, p5370

Oct 14, 2003

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 420

Fastclick Appoints Kurt A. Johnson as President & CFO; Internet and Financial Industry Veteran Brings Direct Experience to Fastclick's Growing Business.

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Oct. 14, 2003

Fastclick, Inc., a leading online advertising and services company, today announced the appointment of Kurt A...

...of ValueClick (Nasdaq:VCLK), will be instrumental in continuing the successful growth and profitability of **Fastclick**, as well as oversee the company's accounting and financial reporting functions.

"Kurt is a...

...management and financial background and, most importantly, direct experience in our industry," said Dave Gross, **Fastclick** CEO. "As we enter a new phase of growth, we are confident that Kurt's tenured experience and strong leadership skills will help **Fastclick** build on the success of our ongoing operations."

Johnson served as Chief Financial Officer for...

...highly successful company that I view as an emerging leader in this industry," said Johnson. "**Fastclick** has done an outstanding job of developing best-in-class media and technology services that...

...Washington University, holds an MBA from Gonzaga University, and is a Certified Management Accountant.

About **Fastclick**

Fastclick (www.fastclick.com) is a leader in online advertising services, providing branding and direct response opportunities to online and off-line clients. The **Fastclick** Ad Network of over 15,000 websites reaches over 60 million unique Internet users each month, delivering targeted, optimized advertising. **Fastclick**'s AdServer(R) (www.adserver.com) service is our industry-leading ad serving technology, which...

2/K/9 (Item 5 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

10542400 Supplier Number: 103396098 (USE FORMAT 7 FOR FULLTEXT)

AD:TECH San Francisco 2003 Exhibitor Profiles.
Business Wire, p5720
June 16, 2003
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 809

... s online activity and real time
interest, on any relevant Webpage across the Web.

Company: **Fastclick**
Booth: 200
Media Contact: Jeff Hirsch
Phone: (805) 568-5334 x103
E-mail: jkhirsch@fastclick.com
Company URL: www.fastclick.com / www.adserver.com

Product description: **Fastclick** 's targeting options include
geography, 18 content categories, bandwidth, and customized
dayparting. Campaigns are dynamically...

...used to optimize
creatives AND the selection of network websites for each campaign.

Company description: **Fastclick** (www.fastclick.com), a leading
online advertising network and services company, provides direct
response and branding advertising to online and off-line advertisers,
reaching over 60 million unique Internet users each month. **Fastclick**

's

2/K/10 (Item 6 from file: 16)
DIALOG(R) File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

10292780 Supplier Number: 98320275 (USE FORMAT 7 FOR FULLTEXT)
**Mirror Image Accelerates Content Delivery for Fastclick 's AdServer
Product.**

Business Wire, p0070
March 4, 2003
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 642

**Mirror Image Accelerates Content Delivery for Fastclick 's AdServer
Product.**

... Commerce and Web services, and a subsidiary of Xcelera Inc. (AMEX:
XLA), today announced that **Fastclick** (www.fastclick.com), one of the
Internet's largest-growing advertising networks and online advertising
service companies...

...enhance the management of online advertising campaigns for its
AdServer(R) application (www.adserver.com).

Fastclick successfully extends its network array of advertising
services via the Internet with the AdServer(R)...
...and optimize their online ad campaigns. Serving over 55 million unique
Internet users a month, **Fastclick** implemented Mirror Image's instaContent
service to cost effectively deliver rich site content at the...

...possible to its AdServer customers worldwide. By offloading origin
servers and scaling the capacity of **Fastclick** 's existing infrastructure
to better meet fluctuations in demand, the Mirror Image solution enables
AdServer...

...that meets the demands of our users," said Shayne Mihalka, Sr. VP,
General Manager for **Fastclick** 's AdServer. "Mirror Image's solution
enables our customers to efficiently administer ad campaigns in...

...Officer for Mirror Image Internet. "Mirror Image is pleased to offer an

industry leader like **Fastclick** a solution that provides unrivaled content delivery speed and reliability for its global customer base...

...service that can be easily tuned to fulfill individual cost, performance and capacity requirements.

About **Fastclick** and AdServer

Fastclick (www.fastclick.com) is a leader in online advertising services, providing branding and direct response opportunities to online and off-line customers. The **Fastclick** Ad Network of over 11,500 websites reaches over 55 million unique Internet users each month, delivering targeted, optimized advertising. **Fastclick** Direct provides product, service, entertainment, wholesale and fulfillment opportunities using online and offline distribution channels. **Fastclick**'s AdServer(R) (www.adserver.com) is web based industry leading ad serving technology, enabling...

2/K/11 (Item 7 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

09845281 Supplier Number: 85914716 (USE FORMAT 7 FOR FULLTEXT)

Growing Ad Network Welcomes Industry Exec; Shayne Mihalka Joins Fastclick as Vice President of Business Development.

Business Wire, p0207

May 14, 2002

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 330

Growing Ad Network Welcomes Industry Exec; Shayne Mihalka Joins Fastclick as Vice President of Business Development.

... Operations for ValueClick, Inc., today accepted an executive position with the rapidly growing ad network **Fastclick** (www.fastclick.com). Mihalka will focus on new business development opportunities surrounding **Fastclick**'s upcoming ad server product, top tier publisher relationships, and large direct marketing advertisers.

"We are extremely pleased to welcome Shayne to the **Fastclick** team," said Jeff Hirsch, Chief Sales and Marketing Officer. "His phenomenal understanding of the industry, innovative concepts, and years of experience will help **Fastclick** continue on its steady growth curve."

Within the past year, **Fastclick** has emerged as a formidable player in the online advertising space. Serving over 1 billion...

...the addition of an experienced industry professional.

"Over the last two years, I've watched **Fastclick** grow both in size and reputation," said Mihalka. "It's really exciting to join such...

...player in ValueClick's growth from start-up to public company.

In addition to Mihalka, **Fastclick** announced the recruitment of Misty Reicherter as Director of Sales. Reicherter, with a background in sales and eCRM at WebSideStory and ValueClick, will be presenting **Fastclick**'s unique marketing opportunities to online advertisers around the world.

About **Fastclick** :

Fastclick is a leading online advertising network and services company providing branding and direct response advertising opportunities to online and off-line advertisers. **Fastclick** offers banner, skyscraper, and pop-under advertising solutions across a large network of hand-approved Web sites. **Fastclick**'s innovative technology allows advertisers to dynamically optimize campaigns through real-time performance targeting tools...

2/K/12 (Item 8 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

09098649 Supplier Number: 79340633 (USE FORMAT 7 FOR FULLTEXT)

Web Ads Take New Shapes -- Online Publishers Change Formats To Woo Advertisers In Tight Market.

Kemp, Ted
InternetWeek, p17
Oct 22, 2001
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 697

... write scripts for its clients or let them generate the scripts themselves.

Ad server vendor **Fastclick** .com Inc. will introduce "skyscraper" ads in November. The vertical ads typically run on the...

...Inc., which runs a graphics search site in several languages, pegs ads to JavaScripts from **Fastclick** . Visicom chose **Fastclick** partly because it engages in "frequency capping," or the practice of ensuring that a single...

2/K/13 (Item 9 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

08795287 Supplier Number: 76482472 (USE FORMAT 7 FOR FULLTEXT)
Jupiter Media Metrix Announces U.S. Top 50 Web and Digital Media Properties For June 2001.
PR Newswire, p7121
July 12, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1455

... com, contributing 9.1 million unique visitors; Weather.com, contributing 4.1 million unique visitors; **Fastclick** .net with 2.8 million unique visitors; and Yahoo.com with 2.5 million unique...

2/K/14 (Item 10 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

08731825 Supplier Number: 75626042 (USE FORMAT 7 FOR FULLTEXT)
Pop-Under' Web Advertising Increasingly Popular, Draws Ire.(Company Business and Marketing)
Bartlett, Michael
Newsbytes, pNWSB01170001
June 19, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 993

... his post to the RISKS list, Searle pinned the blame for pop-under ads on **Fastclick** .com, an online advertising agency based in Santa Barbara, Calif.

Dave Gross, who co-founded the company along with Jeff Pryor, said **Fastclick** did not invent the new method, and defended it as less intrusive than other advertising...

...control. It is available when you are done and have closed other browsers."

Gross said **Fastclick** .com first began serving pop-under ads last November. He said the new method is...

...a sustaining way to market online - despite some good short-term results," he said.

Naturally, **Fastclick** 's Gross disagreed. "Back in the 1940s, advertisers came up with the idea of interrupting...

...fair.

"You cannot count pop-up ads as site visits," he said.
More information on **Fastclick** .com is available on the Web at
<http://www.fastclick.com> .
Forrester Research is at <http://www.forrester.com> .
Jupiter Media Metrix is at [http...](http://www.jmm.com)

...by Newsbytes.com, <http://www.newsbytes.com> .
02:43 CST
(20010619/Press Contact: Dave Gross, **Fastclick** .com, 805-964-2266
/WIRES ONLINE, PC, BUSINESS/)

2/K/15 (Item 11 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

08321068 Supplier Number: 70354889 (USE FORMAT 7 FOR FULLTEXT)
**PC Data Online: Online Travel, Jobs and Entertainment Sites Divert Home
Users' Attention in January Top 100.**
PR Newswire, p0560
Feb 12, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1201

...	488	-0.4				
	65	81	earthlink.com	7,281	7,271	0.1
	66	88	fastclick .net	7,242	7,092	2.1
	67	77	digitalcity.com	7,147	7,541...	

2/K/16 (Item 12 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

08213117 Supplier Number: 69003433 (USE FORMAT 7 FOR FULLTEXT)
PC Data Online: Holidays Drive Internet Traffic on Top 100.
PR Newswire, pNA
Jan 11, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1220

...	com		7,155	-5.3%		
	86	90	twistedhumor.com		7,095	7.6%
	87	995	fastclick .net		7,092	
575.3%						
	88	67	classmates.com		7,068	
-8.3%						
	89	74...				

2/K/17 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

30370082 (USE FORMAT 7 OR 9 FOR FULLTEXT)
BLOGGING: Think thin
NEW MEDIA AGE
July 24, 2003
JOURNAL CODE: FNMA LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1707

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... says. "You get a little more control and sometimes better rates
than you get with **FastClick** or someone like that."
Like others in the blogging space, Waldman prefers to describe what...

2/K/18 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

27741347 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Ventura County Star, Calif., Business People Column
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS - VENTURA COUNTY STAR - CAL
February 22, 2003
JOURNAL CODE: KVCS LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 294

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Prima Consulting Group is a full-service, international business consultancy.

BORZAGE TO HEAD **FASTCLICK** DIRECT: Bill Borzage has joined **Fastclick** as the general manager of **Fastclick** Direct division. Borzage previously held key executive positions with Vivendi Universal's TrafficMarketplace division (Nasdaq: V), and United Online (Nasdaq: UNTD).

Fastclick is in the online advertising services arena, providing branding and direct response opportunities to online...

2/K/19 (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

27398911 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Fastclick Offers Daypart Targeting; Ad Network Responds to Advertiser Demand
BUSINESS WIRE
February 05, 2003
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 317

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Fastclick Offers Daypart Targeting; Ad Network Responds to Advertiser Demand

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Feb. 5, 2003-- **Fastclick** (www. **fastclick** .com) today formally announced the ability to target consumers by daypart, much like a broadcast model. The precursor to daypart buying, **Fastclick** 's time-of-day/day-of-week targeting, was first successfully implemented in 2000 and is now used for over 40% of **Fastclick** 's ad campaigns.

Fastclick 's popular pop-under, a large format audio-visual stand-alone window, features television commercial...

... same level of penetration during business hours," said Jeff Hirsch, Chief Sales & Marketing Officer of **Fastclick** . "Dayparting allows online advertising to directly complement offline strategies, including drive time radio and prime...

... in the advertiser's interface at any time throughout a campaign's run. In addition, **Fastclick** offers a breadth of targeting options, including sophisticated geo-targeting, category and bandwidth targeting.

Continuously striving to address the needs of advertisers, **Fastclick** aligns buying opportunities with those provided by broadcast media. In 2002, **Fastclick** introduced CPM-CUME, a model that allows advertisers to reach a large number of unique...

... Hirsch said. "The role of ad networks in the industry is being re-established, and **Fastclick** is a proven leader in this space."

About **Fastclick** :

Fastclick (www. **fastclick** .com) is a leader in online advertising services, providing branding and direct response opportunities to online and offline customers. The **Fastclick** Ad Network of over 11,000 websites reaches over 55 million unique Internet users each month, delivering targeted, optimized advertising. **Fastclick** Direct provides product,

service, entertainment, wholesale and fulfillment opportunities using online and offline distribution channels. **Fastclick** 's AdServer(R) (www.adserver.com) is industry leading ad serving technology, enabling customers to effectively manage their online advertising activity.

--30--TM/la* MRA/la CONTACT: **Fastclick** Jeff Hirsch, 805/568-5334, ext. 103 jkhirsch@fastclick.com

...

2/K/20 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

27132825 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Fastclick Establishes New Corporate Headquarters; Growing Internet Company Moves to Downtown Santa Barbara, California
BUSINESS WIRE
January 21, 2003
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 335

(USE FORMAT 7 OR 9 FOR FULLTEXT)
Fastclick Establishes New Corporate Headquarters; Growing Internet Company Moves to Downtown Santa Barbara, California

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Jan. 21, 2003-- **Fastclick** (www.fastclick.com) today announced the relocation of their new corporate headquarters to a 15,000 square...

Founded in April 2000, **Fastclick** has thrived in a notably down market. Focusing on direct marketing advertisers, the company has...

... 2001 to 2002, the company continues to add products and services to capture additional opportunities. **Fastclick** staff count has nearly tripled over the past 12 months.

The facility will have OC12...

... the City of Santa Barbara with our continued growth in the high technology sector."

About **Fastclick** :

Fastclick (www.fastclick.com) is a leader in online advertising services, providing branding and direct response opportunities to online and off-line customers. The **Fastclick** Ad Network of over 10,000 websites reaches 55 million unique Internet users each month, delivering targeted, optimized advertising. **Fastclick** Direct provides product, service, entertainment, wholesale and fulfillment opportunities using online and offline distribution channels. **Fastclick** 's AdServer(R) (www.adserver.com) is industry leading ad serving technology, enabling customers to effectively manage their online advertising activity.

--30--MRA/la* JAP/la CONTACT: **Fastclick** Jeff Hirsch, 805/568-5334, ext. 103 jkhirsch@fastclick.com

...

2/K/21 (Item 5 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

27010277 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Industry Veteran Joins Fastclick ; Borzage to Head Fastclick Direct Division
BUSINESS WIRE
January 14, 2003
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 284

(USE FORMAT 7 OR 9 FOR FULLTEXT)
Industry Veteran Joins Fastclick ; Borzage to Head Fastclick Direct Division

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Jan. 14, 2003-- **Fastclick** (www. fastclick .com) today announced the addition of Bill Borzage as General Manager of **Fastclick** Direct. Borzage previously held key executive positions with Vivendi Universal's TrafficMarketplace division (Nasdaq:V), and United Online (Nasdaq:UNTD).

" **Fastclick** has demonstrated remarkable success with their ad network and ad serving divisions," said Borzage. "I...

... forward to leveraging the capabilities of the company in these areas as I build-out **Fastclick** 's consumer loyalty and direct response opportunities."

Fastclick Direct focuses on e-marketing and consumer loyalty programs, taking full advantage of **Fastclick** 's network reach and industry leading ad serving and optimization technologies. Added value is offered ...

... him an ideal choice to head up this growing profit center," said Dave Gross, CEO.

" **Fastclick** has demonstrated extraordinary revenue and profit through website network management," said Borzage. "The synergies with the burgeoning consumer loyalty sector are substantial. I believe **Fastclick** is the best-positioned player in this space."

About **Fastclick**

Fastclick (www. fastclick .com) is a leader in online advertising services, providing branding and direct response opportunities to online and off-line customers. The **Fastclick** Ad Network of over 10,000 websites reaches 55 million unique Internet users each month, delivering targeted, optimized advertising. **Fastclick** Direct provides product, service, entertainment, wholesale and fulfillment opportunities using online and offline distribution channels. **Fastclick** 's AdServer(R) (www.adserver.com) is industry leading ad serving technology, enabling customers to effectively manage their online advertising activity.

--30--RJ/la* CONTACT: **Fastclick** Jeff Hirsch, 805.568.5334 x.103 jkhirsch@ fastclick .com

...

2/K/22 (Item 6 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

26905799 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Fastclick Goes Direct; e-Marketing Division Launched
BUSINESS WIRE
January 07, 2003
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 293

(USE FORMAT 7 OR 9 FOR FULLTEXT)
Fastclick Goes Direct; e-Marketing Division Launched

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Jan. 7, 2003-- **Fastclick** (www. fastclick .com) today announced the anticipated launch of **Fastclick** Direct, a division focusing on e-marketing and consumer loyalty programs. Taking full advantage of **Fastclick** 's network reach and industry leading ad serving and optimization technologies, **Fastclick** will capture additional revenue opportunities using proven direct response models.

"We are dramatically bolstering the results of our current media clients, as well as establishing **Fastclick** as an industry leader of consumer loyalty and direct response programs," said Jeff Hirsch, Chief...

... in email, affiliate programs, co-registration, pay-to-play, club properties and online/offline merchandizing, **Fastclick** is establishing itself as one of the highest profile consumer loyalty opportunities -- on and off...

... best practices' approach is the foundation of this new effort," expressed Dave Gross, CEO of **Fastclick** , "As we have done with the ad network and ad serving sectors, we are diving...

...speaks for itself, bringing a new level of quality and integrity to this growing sector."

" **Fastclick** 's success developing multi-million-dollar performance-based direct marketing campaigns makes it a natural...

... of other industry participants including eUniverse (Nasdaq: EUNI), Commission Junction, and ValueClick (Nasdaq: VCLK)."

About **Fastclick**

Fastclick (www. **fastclick** .com) is a leading online advertising network and services company providing branding and direct response...

... to online and off-line advertisers, reaching over 55 million unique Internet users each month. **Fastclick** Direct is a direct response arm of the company addressing consumer loyalty and ecommerce opportunities.

Fastclick 's AdServer(R) (www.adserver.com) is industry leading, enabling publishers, agencies and advertisers to effectively manage their online advertising activity.

--30--JAP/la* CONTACT: **Fastclick** Jeff Hirsch, 805/568-5334, x.103 jkhirsch@ **fastclick** .com

...

2/K/23 (Item 7 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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26127453 (USE FORMAT 7 OR 9 FOR FULLTEXT)

@d:tech New York Opens with Strong Turnout; Premier Event for Interactive Advertising and Marketing Also Announces 6th Annual @d:tech Awards

BUSINESS WIRE

November 19, 2002

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 461

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... features more than 70 exhibitors such as Silverpop, Sabre Virtually There, Opt In Inc., and **Fastclick** , will continue through today.

For more information about @d:tech New York, visit www.ad...

2/K/24 (Item 8 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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26127042 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fastclick Releases Growth Figures; Q2 to Q3 Sales Jump 54%

BUSINESS WIRE

November 19, 2002

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 287

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Fastclick Releases Growth Figures; Q2 to Q3 Sales Jump 54%

High-Tech Writers

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Nov. 19, 2002-- **Fastclick** (www. **fastclick** .com) today announced October performance numbers totaling over 1.2 billion paid impressions, representing a...

... Serving banners, skyscrapers, InVues and pop-unders across a network of over 10,600 sites, **Fastclick** advertising reached over 55 million unique Internet users in that same period.

... have seen phenomenal demand for online advertising," said Jeff Hirsch, Chief Sales & Marketing Officer of **Fastclick** .com, Inc., "specifically from direct response advertisers looking to take advantage of our high reach...

... pleased to see that our rapid growth has not affected our 80% client

retention rate."

Fastclick adopted a policy of compensating publishers at the highest rates in the industry to aggregate...

... the high performance pop-under format has given us a unique position in the marketplace."

Fastclick served over 470 million pop-under users in October, while adhering to strict frequency capping rules including one per browser and 7 day rotation on each campaign.

About **Fastclick** :

Fastclick (www. **fastclick** .com) is a leading online advertising network and services company providing branding and direct response...

... to online and off-line advertisers, reaching over 55 million unique Internet users each month. **Fastclick** 's AdServer(R) (www.adserver.com) solution is one of the most advanced in the...

...and advertisers to effectively manage their online advertising activity.

--30--MTB/la* HB/la CONTACT: **Fastclick** , Santa Barbara Jeff Hirsch, 805/964-2266, ext. 103 jkhirsch@ **fastclick** .com

...

2/K/25 (Item 9 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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26127041 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Fastclick Announces AdServer Release; ASP Ad Serving Solution Implemented by Internet Advertising Companies
BUSINESS WIRE
November 19, 2002
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 348

(USE FORMAT 7 OR 9 FOR FULLTEXT)
Fastclick Announces AdServer Release; ASP Ad Serving Solution Implemented by Internet Advertising Companies

High-Tech Writers
SANTA BARBARA, Calif.--(BUSINESS WIRE)--Nov. 19, 2002-- **Fastclick** , one of the Internet's fastest growing ad network and online advertising service companies (www. **fastclick** .com), today announced the full scale release of AdServer(R) (www.adserver.com). 3xROI, AdNet...
... have been well received."

AdServer is an offshoot of the advanced technology that has made **Fastclick** one of the most successful ad networks in the industry. The system features several key...

... combined with industry leading pricing will allow AdServer to rapidly gain significant market share."

About **Fastclick** :

Fastclick (www. **fastclick** .com) is a leading online advertising network and services company providing branding and direct response...

... to online and off-line advertisers, reaching over 55 million unique Internet users each month. **Fastclick** 's AdServer(R) (www.adserver.com) solution is one of the most advanced in the...

...and advertisers to effectively manage their online advertising activity.

--30--MTB/la* HB/la CONTACT: **Fastclick** , Santa Barbara Jeff Hirsch, 805/964-2266, ext. 103 jkhirsch@ **fastclick** .com

...

2/K/26 (Item 10 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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25625439 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Exclusive Industry Predictions to be Revealed at @d:tech New York
BUSINESS WIRE

October 22, 2002

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 462

... such as America Online, Nielsen//NetRatings, Overture, Lycos, Bluestreak, Hoovers Online, Inktomi, Sabre, Ask Jeeves, **Fastclick**, Silverpop, and Venture Direct, will assemble to showcase the proven ability of interactive marketing to...

2/K/27 (Item 11 from file: 20)

DIALOG(R) File 20:Dialog Global Reporter

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22866898 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Portland, Ore., Company Seeks Patent for Pop-Up Ad Technology

Jeffrey Kosseff

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (OREGONIAN, PORTLAND, ORE.)

May 17, 2002

JOURNAL CODE: KORE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1400

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... sites such as Yahoo, which launch pop-under ads and Web advertising firms such as **Fastclick**, which design the ads. It is not seeking license fees from the companies whose products...

2/K/28 (Item 12 from file: 20)

DIALOG(R) File 20:Dialog Global Reporter

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20179160 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Corporate Profile for Fastclick, dated Dec. 7, 2001

BUSINESS WIRE

December 07, 2001

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 187

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Corporate Profile for Fastclick, dated Dec. 7, 2001

Company Name: **Fastclick**

Address: 5385 Hollister Avenue, Suite 201 Santa Barbara, CA 93111

Main Telephone Number: 805/964-2266

Internet Home Page Address (URL) www.fastclick.com

Chief Executive/ Chief Financial Officer: David Gross Business number:

805/964-2266 E-mail address: dgross@fastclick.com

Public Relations Contact: Alexis Brown Business number: 805/964-2266

E-mail address: agbrown@fastclick.com

Industry: Online Advertising

Company description: **Fastclick** offers Ad Network and Ad Server ASP products. The **Fastclick** Ad Network provides branding and direct response opportunities for online and off-line advertisers across...

... the platform for advertisers to dynamically optimize campaigns with real-time performance targeting tools. The **Fastclick** Ad Server is a Web-based application that enables the implementation, management, optimization and reporting...

... through a highly interactive user interface. The company is a privately held California corporation.

CONTACT: **Fastclick**

06:01 EST DECEMBER 7, 2001

2/K/29 (Item 13 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

20020694 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fastclick Adopts Broadcast Television Pricing Model -- CPM-CUME; Rapidly Growing Ad Network Provides Monthly Unique User Targeting
BUSINESS WIRE

November 28, 2001

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 405

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Fastclick Adopts Broadcast Television Pricing Model -- CPM-CUME; Rapidly Growing Ad Network Provides Monthly Unique User...

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Nov. 28, 2001-- **Fastclick**, the industry's fastest growing online advertising network, today introduced a pricing model designed to...

... Internet, rather than just purchase impressions," said Jeff Hirsch, Chief Sales and Marketing Officer of **Fastclick**. "To date, we have offered a seven day unique rotation. The introduction of CPM-CUME...

... and television media buying that is shorthand for net cumulative audience in four weeks' time. **Fastclick** has adopted the pricing and measuring model because it is based on the total number of unduplicated people reached in this specified time period -- a **Fastclick** core competency.

"We are in the business of providing the most value and return for...

...while new media buyers will embrace the intrinsic value of an inherently high-reach program."

Fastclick's expertise with frequency capping, quality controls, performance targeting, and Web-space optimization has made **Fastclick** the leader in large-format, browser window advertising. The network continues to grow by courting...

... an increase in CPM payouts to publishers, better compensating them for their unique visitors.

About **Fastclick**

Fastclick is a leading online advertising network and service company providing branding and direct response opportunities for online and off-line advertisers. **Fastclick** offers banner, pop-under, and skyscraper advertising solutions across a network of over 5,000 individually approved publishers. **Fastclick**'s innovative technology allows advertisers to dynamically target campaigns through real-time performance targeting tools. Publisher affiliates are able to maximize revenue opportunities by fully monetizing their traffic. **Fastclick** continues to provide products and pricing demanded by an evolving advertising medium.

CONTACT: **Fastclick** Alexis Brown, 805/964-2266, ext. 1 agbrown@**fastclick**.com

06:30 EST NOVEMBER 28, 2001

2/K/30 (Item 14 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

18136197 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Internet Advertisers Turn to Pop-Under Windows to Generate Sales

Clint Swett

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (SACRAMENTO BEE - CALIFORNIA)

August 02, 2001

JOURNAL CODE: KSAB LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 755

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... will continue to be a viable delivery tool" said Jim Gross, chief executive officer of **Fastclick**, a Santa Barbara company that facilitates online ads for advertisers and Web sites.

But one...

...effectiveness is to limit the number of times a user sees it.

To that end, **Fastclick** and others suggest that the ad only appear on a customer's screen a few...

2/K/31 (Item 15 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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17695353 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Growing Ad Network Welcomes Industry Pro; Jeff Hirsch Joins Fastclick as Chief Sales and Marketing Officer
BUSINESS WIRE
July 10, 2001
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 342

(USE FORMAT 7 OR 9 FOR FULLTEXT)
Growing Ad Network Welcomes Industry Pro; Jeff Hirsch Joins Fastclick as Chief Sales and Marketing Officer

... Hirsch, former VP of ValueClick, today accepted an executive position with rapidly growing ad network **Fastclick** (www.fastclick.com). Focusing primarily on business development and marketing activities, Hirsch will help launch the company...

Despite the difficult period the ad industry is experiencing, **Fastclick** is recording month-to-month revenue growth while maintaining profitable operations. That's a great position to be in," said Hirsch. "My goal is to establish **Fastclick** as a dominant player in online advertising by increasing the company's visibility, and leveraging...

...serving technology."

Serving traditional banner ads and the innovative pop-under ads since September 2000, **Fastclick** has quickly grown into a formidable player in the industry. With the introduction of Performance...

... Dave Gross said, "Jeff's extensive experience in online advertising combined with the flexibility of **Fastclick** is a winning match. His in-depth knowledge of the industry and relationships with key...

...need. We're very excited that he is joining the team."

Immediately prior to joining **Fastclick**, Hirsch was the CEO of Zing Wireless, a permission-based wireless advertising network. Hirsch has...

... which was recognized in the 1994 INC 500 List of Fastest Growing Small Companies.

About **Fastclick**

Based in Santa Barbara, Calif., **Fastclick** (www.fastclick.com) is one of the fastest-growing online advertising networks and service providers in the industry. The **Fastclick** Ad Network and **Fastclick** Ad Server are Web-based applications geared toward meeting the shifting needs of the marketplace through flexibility, efficiency and accuracy. The company is a closely held California corporation.

CONTACT: **Fastclick** Alexis Brown, 805/964-2266, ext. 1 agbrown@fastclick.com

08:06 EDT JULY 10, 2001

2/K/32 (Item 16 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

17313744 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Pop-Under' Web Advertising Increasingly Popular, Draws Ire

NEWSBYTES

June 19, 2001

JOURNAL CODE: FNEW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 921

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... his post to the RISKS list, Searle pinned the blame for pop-under ads on **Fastclick** .com, an online advertising agency based in Santa Barbara, Calif.

Dave Gross, who co-founded the company along with Jeff Pryor, said **Fastclick** did not invent the new method, and defended it as less intrusive than other advertising...

... control. It is available when you are done and have closed other browsers."

Gross said **Fastclick** .com first began serving pop-under ads last November. He said the new method is...

... a sustaining way to market online - despite some good short-term results," he said.

Naturally, **Fastclick** 's Gross disagreed. "Back in the 1940s, advertisers came up with the idea of interrupting...

...fair.

"You cannot count pop-up ads as site visits," he said.

More information on **Fastclick** .com is available on the Web at <http://www.fastclick.com>

Forrester Research is at <http://www.forrester.com>

Jupiter Media Metrix is at <http://www.jmm.com>

2/K/33 (Item 17 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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16208761 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Cricket.com Aggressively Advances Development of Business

PR NEWSWIRE

April 17, 2001

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 950

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... has also allowed the company to launch two new advertising partnerships with Advertising.com and **FastClick** both of which are actively selling Cricket.com ad placements in selected markets. Discussions have...

2/K/34 (Item 18 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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14607622

PC Data Online: Holidays Drive Internet Traffic on -2-

PR NEWSWIRE

January 11, 2001

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 101

...com 7,155 -5.3% 86 90 twistedhumor.com 7,095 7.6% 87 995 **fastclick**
.net 7,092 575.3% 88 67 classmates.com 7,068 -8.3% 89 74...

2/K/35 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

15004002 SUPPLIER NUMBER: 91965889 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Fastclick 's Online Media Buying System Takes Off; Innovative Online
System Utilized By Over 500 Advertisers.
Business Wire, 0229
Sept 24, 2002
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 306 LINE COUNT: 00030

**Fastclick 's Online Media Buying System Takes Off; Innovative Online
System Utilized By Over 500 Advertisers.**

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Sept. 24, 2002

Fastclick, a leading online advertising company, today announced the attainment of a significant milestone, boasting the 500th advertiser to utilize the online media buying system provided by **Fastclick** .com. **Fastclick** 's online ad buying interface allows advertisers to electronically place their media buy, select targeting, pay for the advertising, and upload creative.

"One of the hallmarks of **Fastclick** has been the ability to work with thousands of Publishers and Advertisers with minimum resource requirements," said Jeff Hirsch, Chief Sales and Marketing Officer of **Fastclick** . "The online media buying system has been integral ... advertisers representing millions of dollars in ad spending."

In addition to the automated buying system, **Fastclick** 's combination of quality controls and performance targeting has created an environment in which advertisers can achieve a high degree of branding, increase traffic, and drive sales. Additionally, **Fastclick** provides geographic, time of day, day of week and performance based targeting and optimization.

"Obviously long run," said Hirsch.

About **Fastclick** :

Fastclick is a leading online advertising network and services company providing branding and direct response advertising opportunities to online and off-line advertisers. **Fastclick** offers banner, skyscraper, InVue and pop-under advertising solutions across a large network of approved websites. **Fastclick** 's innovative technology allows advertisers to dynamically optimize campaigns through real-time performance targeting tools...

2/K/36 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

13901486 SUPPLIER NUMBER: 78824899 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Best of the Web.(electronic commerce)(Brief Article)(Industry
Overview)(Statistical Data Included)**
Perry, Joellen
U.S. News & World Report, 59
Oct 8, 2001
DOCUMENT TYPE: Brief Article Industry Overview Statistical Data Included
ISSN: 0041-5537 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1062 LINE COUNT: 00086

... portal.

- 14 X10.COM 2,345,000 hits. That annoying camera pop-under ad.
- 15 **FASTCLICK** .NET 1,834,000 hits. Web advertisements.
- 16 MSNBC.COM 1,516,000 hits. News...

2/K/37 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09756341

Fit f r Tempo 200

Germany: Pandrol aims at 20% market share
Ruhr Nachrichten (UAJ) 24 Apr 2002 p.D05
Language: GERMAN

... in Germany by 2007. The manufacturer of railway fastenings has launched a new fastening called **Fastclick**, which does not require screws. Fastclicks have been used in a pilot project of 14...

2/K/38 (Item 1 from file: 624)
DIALOG(R) File 624: McGraw-Hill Publications
(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

01191189

Irksome--and Effective: Desktop 'pop-unders' allow for more complex ads, and healthy response rates

Business Week September 3, 2001; Pg EB6; Number 3747

Journal Code: BW ISSN: 0007-7135

Section Heading: BusinessWeek e.biz: Neuborne On E-Tailing

Word Count: 651 *Full text available in Formats 5, 7 and 9*

BYLINE:

By Ellen Neuborne

ellen_neuborne@ebiz.businessweek.com

TEXT:

...a format that works.'

And it's on a lot of desktops. Online ad network **Fastclick** .com Inc. has seen sales of pop-unders nearly double every month since November, says ...

COMPANY NAMES (DIALOG GENERATED): **Fastclick** ; New York Times Digital ; Nutri/System Inc ; New York Times

2/K/39 (Item 1 from file: 635)
DIALOG(R) File 635: Business Dateline(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

2213225 88072439

Sneaky strategies

Rhine, Jon

San Francisco Business Times v16n12 p21

Oct 26, 2001

WORD COUNT: 758

DATLINE: San Francisco California

TEXT:

...users," McLernon says.

Jeff Hirsch, chief sales and marketing officer for Santa Barbara ad network **Fastclick** com, says his company deals with 20 new customers a month interested in popunders.

"They work five to 10 times better than a banner," Hirsch claims.

Fastclick has launched about 2.2 billion pop-unders this year, reaching around 30 million users...

2/K/40 (Item 1 from file: 696)
DIALOG(R) File 696: DIALOG Telecom. Newsletters
(c) 2004 The Dialog Corp. All rts. reserv.

00784031

Slide, Surround and Pop: Ad Formats Bust Out

MIN's New Media Report

December 31, 2001 VOL: 7 ISSUE: 25 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: PHILLIPS BUSINESS INFORMATION

LANGUAGE: ENGLISH

WORD COUNT: 1137

RECORD TYPE: FULLTEXT

(c) PHILLIPS PUBLISHING INTERNATIONAL All Rts. Reserv.

COMPANY NAME(S): Compaq ; Dynamic Logic ; EyeTracking Inc ; **FastClick** ;
Forbes

TEXT:

...the offline models
is the strategy behind new plans from Forbes.com and ad network **FastClick**
. The
"Reach Buy" at Forbes.com guarantees a client that 800,000 unique users at
...

...toward selling audiences rather than ad impressions is behind
the new "CPM-CUME" pricing at **FastClick** , which serves pop-under ads to
over
5,800 sites. Clients now can buy campaigns...

...members an ad will
reach within a period of time. Like the Forbes reach model, **FastClick** 's
is
generating buzz rather than business at the outset. Industry message lists
and
editorials...

COMPANY NAME(S): Compaq ; Dynamic Logic ; EyeTracking Inc ; **FastClick** ;
Forbes
?

?ds

Dialog 1 Mar 2004

RECOMP
ELECTRON
COMPSI

Set	Items	Description
S1	3	SPECIFICPOP
S2	1	RD (unique items)
S3	26	VANDERHOOK
S4	23	RD (unique items)
S5	6	ADVERTISEMENTBANNERS?
S6	4	RD (unique items)
S7	149	ADVERTISEMENT (W) BANNERS?
S8	106	RD (unique items)
S9	84999	POPUP? OR (POP (W) UP)
S10	1045	POPUNDER? OR (POP (W) UNDER?)
S11	13769228	WEB OR WWW OR INTERNET
S12	2177507	AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS
S13	806	S10 AND S12
S14	694	S10 (S) S12
S15	2	S14 AND PY<2001

?f s10 and py<2001

Processing

Processed 10 of 37 files ...

Processing

Processing

Processed 20 of 37 files ...

Processing

Processed 30 of 37 files ...

Processing

Completed processing all files

1045 S10

114326071 PY<2001

S16 88 S10 AND PY<2001